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**NATURE AND FUNCTIONS OF BASIC INFORMATION SYSTEMS FOR LOGISTICS SERVICE PROVIDERS**

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The logistic approach to the material flows management involves operational changes and continuous control over the movement of material values. In the conditions of large-scale supply chains and large volumes of cargo, it is possible to effectively manage the material flow only with the help of modern technologies for processing and transmitting information in real time. The use of logistics information systems makes it possible to establish effective communication between participants in the management process, although this causes some problems, for example, the lack of information collection at the enterprise, technical support at enterprises, etc. For such reason, the importance of constant support and development of logistics provider information systems is crucial.

Digitalization enables logistics companies to leverage data analytics tools and techniques to gain insights into various aspects of their operations. This includes analysing transportation costs, customer behaviour, supply chain performance, and other key metrics. Data-driven decision-making can help optimize processes, identify areas for improvement, and drive business growth.

However, logistics companies store not only information about transportation process itself, but also information about clients, suppliers, investors, etc. This information is strictly confidential and, in the context of digitalization, can be subject to cyber attacks. Information that requires protection from third parties may include information about the company's customers, such as their names, contact information, billing addresses, data related to transportation services, including information about carriers, routes, schedules and tracking information, information about the company's suppliers, including their names, contact information, as well as any contractual agreements or terms, data related to billing, invoicing and financial transactions, including payment records, pricing agreements and any related financial documents, etc. [1 ].

Thus, a well-chosen and correctly and safely functioning information system is vitally important both for the logistics company itself and for its partners, contractors and clients. Standard requirements for an information system:

- not expensive;
- high economic efficiency;
- largest range of functions.

Taking into account the possible goals and objectives set for the company, the Enterprise resource planning (ERP) and Customer relationship management (CRM) systems are the most commonly used information systems in companies.

ERP integrates core business processes such as finance, human resources, inventory management and production planning. By creating a single source, ERP streamlines operations and eliminates data silos. For example, an ERP system can track inventory levels in warehouses, allowing purchasing departments to make informed decisions about replenishment. Real-time visibility allows logistics companies to optimize resource allocation, reduce waste and ensure on-time deliveries. CRM focuses on customer interactions, managing sales pipelines and fostering stronger relationships. Such systems collect customer data, purchase history and communication preferences, allowing logistics companies to personalize their offers and provide exceptional service. Sales managers can use data to identify leads, tailor offers, and close deals faster. Additionally, CRM helps track customer complaints and service requests, providing quick and effective resolution [2].

Modern logistics information systems offer an synchronization and partial integration of ERP and CRM modules, allowing for a holistic view of both internal operations and customer relationships. This integrated approach enables logistics companies to identify trends and opportunities. For example, an ERP system might alert the sales team when a customer's inventory levels fall below a certain threshold, prompting a proactive sales call to replenish stock.

### **Conclusions**

The logistics information system becomes the most practical and effective solution to achieve the goal of logical and consistent exchange of information between participants in the logistics process or supply chain. All information systems contribute to the creation of an operational network that optimizes the exchange of information and data. This information allows you to make informed decisions at each subsequent stage of the supply chain, which ultimately improves the quality of logistics services.

### **References:**

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