

Digital Connected Strategy Consulting for Transport & Logistics

Experienced



At Bolton Consulting, we take our experience of over 20 years with all commercial and technical aspects in the transport and logistics industry to the service of fleets and commercial vehicle manufacturers.

International



We feel at home in many cultures and environments and have successfully worked in many countries. If you have international ambitions, you should talk to us!

Connected



Our network reflects the spectrum of our experience: if we cannot help you directly, there is a good chance that we know somebody who can.

Brief Bio

Nicola Zingraf Bolton is the founder and owner of Bolton Consulting LLC. She specializes in Digitalization/IoT strategy, process optimization and new business development for the transport and logistics industry. For 25+ years, she has worked with fleets, 3PLs and heavy-duty manufacturers (OEM) in many countries in North America, Europe, and South Africa, and in many industry verticals, from the chemical industry and food logistics to courier express, from automotive logistics and waste management to Off-Highway machinery.

A logistics specialist by trade, Nicola gained extensive experience in optimizing transport processes with the help of new technologies and the smart integration with 3rd party systems, when her first telematics experience was in the role of a fleet customer in 2001.

She successfully took these experiences further and worked with OEM telematics for many years, developed the European market for trailer telematics from its very early stages in several European countries with leading European trailer manufacturer Schmitz Cargobull, and later with truck telematics for remote diagnostics and uptime, driver scores, Hours of Service, and logistic integrations with FleetBoard, the telematics division of Daimler AG (Mercedes-Benz Trucks), in Germany.

Nicola is passionate about creating optimal commercial value for OEM and fleet clients, who seek to implement digital connected solutions for commercial vehicles and optimize logistic processes. She works with the different tiers of the transportation ecosystem, from shippers, 3PLs and fleets to OEMs, technology suppliers and digital service providers, and helps organizations monetize their IoT investments, refine their telematics strategies, build the golden customer journey, launch connected solutions, enter new markets and establish structures to generate additional revenue streams. Originally from Germany, she continues her work based in Chicago since 2014.

Scope of Services

IoT/Digital Connectivity Strategy Consulting

- Analyze processes and review existing strategy
- Assess needs and evaluate market potential
- Develop value proposition
- Design data monetization model
- Develop “golden” customer buying journey
- Project management and advisory support
- Coordinate implementation and training
- Organize calls for tender (RFQ) and evaluate bids
- Advise in selection process



Logistic Process Optimization

- Analyze operations processes
- Identify optimization potential
- Advise on prioritization
- Coordinate necessary integrations
- Automate processes
- Support implementation
- Restructure communication channels
- Train staff
- Project management



New Business Development

- Assess market opportunities
- Introduce new products and services
- Evaluate location potential
- Establish structures, launch operations
- Build commercialization structure
- Introduce necessary tools
- Recruit and train staff
- Find partners on all levels (technical, commercial)
- Support implementation



Fleet Management Optimization

- Analyze fleet & operations structure
- Assess total cost of ownership (TCO)
- Optimize maintenance investment
- Determine optimal life cycle duration
- Build cost center structure
- Risk management
- Develop tailored scorecard system
- Coach drivers, project management
- Support equipment procurement



Alternative propulsion Advisory

- Assess transport business
- Analyze fleet operations processes
- Evaluate deployment of altern propulsions
- Develop viability strategy
- Identify infrastructure needs
- Determine ancillary investments
- Improve operations processes to accommodate for multiple propulsion types in one fleet



Sales and Marketing

- Assess market potential
- Monitor competition
- Form marketing strategy
- Design eCommerce sales model
- Prepare market entry
- Develop sales channels
- Deploy partners as needed
- Manage sales activities, coordinate marketing activities



Benefits

- Cut time to market with true technology strategy experts and tap the industry and domain expertise
- Get unbiased analysis from people who have been in your shoes and know how to make businesses work
- Have an independent customer advocate available in the product development and roll-out process
- Rely on continuous external project coordination with focus on executing the road map
- Accelerate channel development, product management, marketing and customer success processes
- Receive guidance when navigating foreign market specifics to accelerate growth
- Gain insight into transport and logistics operations, and access new tiers of the logistics industry
- Benefit from working with an independent partner with 20+ years of international experience and an excellent network of contacts in the different tiers of the trucking, intermodal and off-highway industry in North America and in Europe.

“Technology is only a differentiator if it helps you achieve your goals—as business developers and operators, our focus is on how tech can actually support you.”

Combining the flexibility of a small structure with an extensive international network, allows us to serve a large range of projects. A project scope can go from a few days of work for a small project, to interim management.

More information at: www.Bolton-Consulting.com  

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