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Роль 4PL провайдеров в развитии логистического аутсорсинга

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Аннотация
В данной статье рассмотрена структура логистического сервиса в рамках функционирования различных уровней PL-провайдеров. Определены отличительные особенности 4PL- провайдеров, а также их роль в развитии современной логистики, отражающаяся в управлении цепями поставок, анализе и прогнозировании рынка логистических услуг.
Ключевые слова: логистические провайдеры, цепи поставок, технико-экономическая среда, цифровая экономика, логистический аутсорсинг, концепция «Party Logistics».

The role of 4PL providers in the development of logistics outsourcing

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Abstract
This article discusses the structure of logistics services in the framework of the functioning of different levels of PL-providers. The distinctive features of 4PL - providers, as well as their role in the development of modern logistics, reflected in

the supply chain management, analysis and forecasting of the market of logistics services.
Keywords: logistics providers, supply chains, technical and economic environment, digital economy, logistics outsourcing, the concept of "Party Logistics".

In economically developed countries, in the atmosphere conducive to the improvement of economic relations, the principles of doing business have been formed for decades. A systematic search for effective techniques has led to the emergence of specialized providers capable of coordinating product flows for differentiated companies and producers. The main operations, such as: warehousing, forwarding, packaging, cargo security and transportation have become services of operators of different levels (1PL, 2PL, 3PL,4PL, 5PL). Over time, the list of logistics services was supplemented by planning, analysis, design, optimization, tracking, reporting analytics, supply chain management and outsourcing services. In this connection, we can assume that level of providers is determined by the degree of integration of services provided.

The relevance of the article is determined by the need to study the features of logistics levels and the role of 4PL providers in supply chain management, as well as in the analysis and forecasting of the situation in the market of logistics services.

It is no secret that the growth of world trade depends on the efficiency of logistics, dealing with the movement of material flows around the world, with different systems of trade process management and involves different logistic providers. Today, in international practice, there are the following levels of logistics service:

1st level: First Party Logistics (1PL);

2nd level: Second Party Logistics (2PL);

3rd level: Third Party Logistics (3PL);

4th level: Fourth Party Logistics (4PL).

First Party Logistics (1PL) – Autonomous logistics or logistics insourcing, characterized by the work of only the cargo owner, who independently performs the full range of logistics operations. There is no outsourcing per se.

Second Party Logistics (2PL) is a partial logistics outsourcing, based on the provision of traditional transportation and warehouse management services by providers [1].

Third Party Logistics (3PL) - a comprehensive logistics outsourcing, in which manufacturer transfers is a set of transport and logistics activities to outsourcing, and a third party providing logistics services, organizes this activity and hires third parties for a specific performance (classic subcontracting). In this case, the service provider comes into contact not only with the manufacturer, but also with the wholesaler – supplier of goods. The third party, in this case, organizes logistics between two consecutive participants in the supply chain [2]. Today, 3PL providers are the main players in the market of logistics operators, as they provide technologies that combine transportation and warehousing processes into a single stream. However, despite the active spread and use of 3PL technologies, the development of the technical and economic environment that affects the processes of globalization, as well as the growth of international trade, there is a steady trend towards the emergence of prerequisites for the formation of the 4th "party" or the 4th level of providers. These entities are the key link in the organization of the global logistics chain, which increases the overall efficiency of activities, and allows to have a single "seamless" market and its overall organization [3].

Fourth Party Logistics (4PL) - integrated logistics outsourcing. Operators of this level are focused on the implementation of full range of services aimed at organizing the movement of goods, using a variety of advanced information technologies. Provider-4pl is a logistics intermediary whose activities are complicated, but can be transformed by expanding functions performed, applying a systematic approach to the coordination of logistics processes, integration of contractors and ensuring interaction with them in the supply chain.

At the same time, the third and fourth levels of logistics providers are considered as competing market participants. This is primarily determined by the benefits that consumers of logistics services receive. 4PL create a single platform for information integration and the ability of multiple companies to log into a single system, while maintaining the confidentiality of their data. At the same time there is an it-integration between the it-systems of participants of goods movement process, which allows to minimize risks in the logistics chain. In General, the 4PL approach makes it possible to transform basic functional operations, such as the provision of service, reducing costs and lead time, increasing the turnover of fixed capital, into a single optimized supply chain [4]. Of course, the 4th level of logistics has a large stock of advantages and great potential for development in the context of global changes in the technical and economic environment and the formation of the digital economy. The experts ' estimates of the total volume of the world market of "contract" logistics, which now amounts to more than 200 billion dollars, serve as confirmation. At the same time, the direct consumers of these services are the largest transnational corporations represented by SONY, TOSHIBA, FORD, etc.

As for the Russian market, the share of logistics outsourcing is within 20%, this is due to the state of the logistics infrastructure as a whole (Russian companies are not ready to trust the business of the "third", more professional in logistics, the party) [5]. Today, the domestic business is the main goal – the transition from the 1PL to the 3PL operator. According to the coordinating Council for logistics, in 2017, about 40% of companies suffered significant losses associated with the accumulation of goods to consumers, while 47% of enterprises are ready to use the services of logistics providers, and 12% intend to engage in outsourcing [6]. Despite this, due to the high level of costs and unwillingness to transfer responsibility to third-party companies, a small number of enterprises use the services of 3PL-providers. At the same time, the overall market position is characterized by an active stage of formation and gradual spread of complex logistics operators. Experts identify several trends that have a direct impact on the development of 4pl - providers in Russia: the rapid development of the segment of distribution and warehouse services; implementation of logistics companies project activities; availability of qualified logistics personnel in enterprises [6]. Attempt to go to the level of 3PL has made the company radar (leader in freight forwarding industry), and NLK (leader in the field of warehouse operations). Together, they transport goods within 1500 km from Moscow. The Alliance already stripped part of the business many intermediary companies, as consolidation of cargoes gives the chance to carry the party on the minimum (wholesale) prices. This strategy allows us to occupy the segment of 3PL providers, that is, outsourcing in Russia has the potential. [7]

Undoubtedly, in order to improve the level of logistics and its final transition to the 4PL model, it is necessary to diversify not only activities of individual market participants, but also types of transportation. This can be facilitated by entering the international market, training and re-equipment of providers, as well as the market of logistics services needs active state support [7] to create a favorable competitive environment. Logistics is dynamically developing and provides businesses with a wide range of services for the organization and management of the process of movement of goods throughout the supply chain. And in the light of current trends in the development of the market, we can talk about the potential for the development of logistics outsourcing within the concept of "Party Logistics", which is to attract logistics providers (operators) to solve a certain range of business problems. Of course, the Russian market has significant potential, characterized by growing interest in logistics outsourcing. The formation of a new technical and economic environment determines the need for a logistics approach as an operating mechanism at different levels of management and ensures the optimization of the process of movement of the material, financial and information flows in a single system.

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