Another innovation example is the hub-and-spoke system which brought many similar benefits. The system routes all traffic through a network of spokes, connected by a central hub. This bundling of shipping volumes was a more efficient use of transportation resources compared to previous systems. The economies of scale realised through the use of the hub-and-spoke system definitely enhanced the efficiency of the transport industry, and the cost savings again helped to encourage trade flow.

Numerous innovations, such as the barcode allowing the track-and-trace to enhance the transparency of merchandise's movement, the variety of delivery options, or the specialisation through the emergence of express parcel products, make up the current state-of-the-art in the industry. Therefore continuous innovation is vital in the transport industry.

In the future, innovations in the transportation industry may mostly be needed and occur in the area of home deliveries as the consequence of the explosion of e-commerce, urban distribution to overcome congestion not only in the world's mega-centers and low carbon movements.

Organisations have to continuously challenge their view of the reality based on past experience and enhance these with alternative pictures of possible futures. Applying scenario techniques allows companies like GeoPost Intercontinental to take strategic decisions in respect to the future, including decisions about the areas where innovations should be sought and pushed most.

Innovation remains the bedrock upon which the future of the transportation industry will be built.