



FourKites

eBook

New Research in Supply Chain Visibility:

Why the Time is Now





Introduction

It's no surprise that digital transformation tops the list for business enterprises as a high-priority initiative. Yet, when it comes to the integration of new technologies that could fuel profit growth, many organizations are trapped by inertia, fearful of breaking an old but familiar model.

A comprehensive survey of supply chain professionals conducted in February 2019 confirms this status quo. While 70 percent of respondents felt that it was important to **improve analytics and apply artificial intelligence and machine learning to proactively minimize the effect of disruptive events** on their supply chain, only 29 percent believed that their organizations were using technology to build competitive advantage.

Ninety-six percent of survey respondents agreed that supply chain innovators were resetting expectations for variations in delivery schedules across industries. There's no ignoring the disruptive impact of Walmart and Amazon on practically all aspects of the logistics industry, especially when it comes to redefining the customer experience and expectations round personalization and on-time delivery.

For companies looking to stand out in this new era, where the winners are able to win customer loyalty at the lowest possible cost, **supply chain visibility is no longer a nice-to-have, but a must-have**. The leading visibility platforms aren't just about improving delivery speed. They are leveraging advanced machine learning algorithms and big data to provide highly accurate predictive ETAs and so much more.

No matter how you get there, supply chain professionals understand the importance of end-to-end supply chain orchestration, which leads to increased efficiency, lower overhead and happier customers.

Using industry-leading insights, this eBook will delve into trouble spots in the supply chain industry, and how real-time visibility platforms are a critical part of the solution.

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Your organization has the power to influence customer satisfaction.

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96% of survey respondents believe that supply chain innovators are resetting expectations for variations in delivery schedules across industries.



Big players like Amazon & Wal-Mart have redefined customer experience and expectations around personalization and on-time delivery, which has huge implications for your supply chain.

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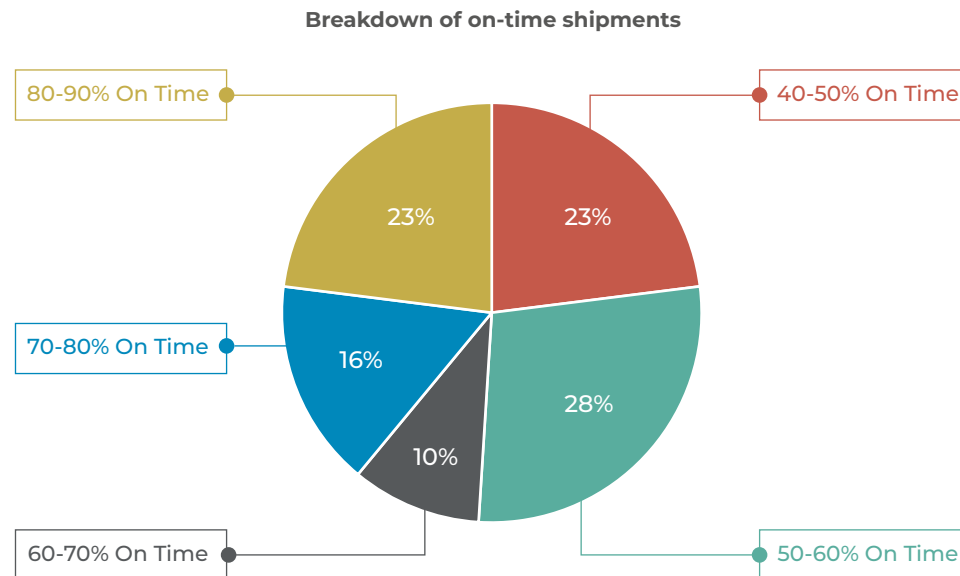


Where's My Truck?

Are you delivering on time?

According to Aberdeen, "best-in-class" manufacturers are companies that have achieved an average of 95% on-time delivery.

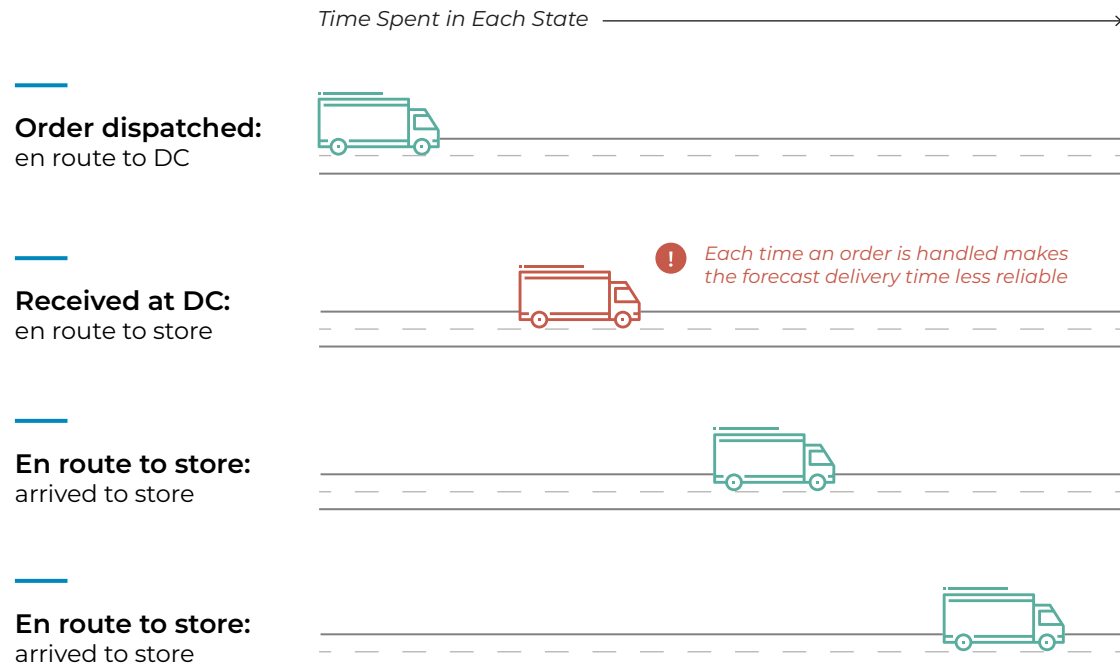
Notably, no survey respondents reported better than a 90% on-time delivery rate, with a median response of 60% on-time shipments.



Source: <https://www.industryweek.com/companies-amp-executives/best-class-kpis>

What's getting in the way of on-time deliveries?

Tracking a simple shipment involves 4 points of failure:



Why failure points matter

Every touchpoint along a shipment's route presents an opportunity for delay. One missed window causes cascading variance in delivery time.

70%

of respondents felt that it was important to improve analytics and apply AI to proactively minimize the effect of disruptive events on logistics and supply.

How do you fix inefficiencies in the supply chain?

You can't fix what you can't see.

Harness the power of data to identify and correct supply chain bottlenecks before they get in the way of your on-time delivery.

Supply chain visibility platforms that are built upon a machine learning algorithm autonomously log hundreds of relevant data points on every shipment. This data enables the algorithm to become more powerful and predictive with each and every load.

Such platforms allow you to harness all the right data from disparate systems and serve it in reliable cloud-based dashboards, enabling you to proactively identify and address bottlenecks before they derail your shipments.





What the Numbers Say

Accurate data on shipment ETA requires more than a GPS

Factors that affect a vessel's arrival time include: vessel and cargo type, location, route, sailing speed, weather, traffic and movements of other vessels in the vicinity. Knowing these specifics takes guessing out of the equation. At times, the data reveals unexpected insight.

For instance, data scientists with the Port of Rotterdam Authority found that the number of times a vessel had entered a particular port was relevant to arrival forecasting. Machine learning would take this data point into consideration, and combine it with the many other points that impact the trajectory of a shipment - traffic and weather, for instance - and use it to predict highly accurate ETAs.

A visibility platform's ability to identify data trends and improve its predictive capacity becomes increasingly powerful as its network of users grows. Fed by a breadth of data points on each load, in addition to historical data, the most powerful platforms serve as a crystal ball that lets users see into the future of all of their shipments, across all modes.

Source: <https://worldmaritimeneews.com/archives/268431/port-of-rotterdam-self-learning-computers-predicting-vessel-arrival-times>

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Since we started using a supply chain visibility platform, our overall detention has been down at least 20% per month over the last eight months. This has been a critical factor in becoming a shipper of choice. Reducing dwell time is huge in this tight market. ”

*Brad Shockey,
Director of Supply Chain,
Pixelle Specialty Solutions*

Modern supply chains start with greater visibility

Supply chain leaders see technology as a necessary enabler to improve operations.

They unanimously agree that on-time deliveries improve customer retention and diminish costs.

78%

of organizations surveyed indicated they could reduce logistics costs by 10-20% if they improve on-time delivery by 50%

66%

of respondents say a 50% improvement in on-time delivery would have a significant or critical effect on customer satisfaction

53%

of respondents said that reducing truck dwell time and deadhead miles by 50% would create a minimum of 6% in savings on total transportation spending



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89% of respondents see freight tracking software as a beneficial component of end-to-end supply chain orchestration.

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Intelligent
System
✓
Lower
Logistic Costs



Better
Tracking
✓
Better Customer
Satisfaction



Automated
Recommendations
✓
Proactive
Management



FourKites use case study – Smithfield Foods

Smithfield Foods, one of the largest global food producers wanted to improve on-time delivery rates to its major retail customers. Prior to FourKites' involvement, the company's on-time delivery rate was 87%, and the company saw opportunity for improvement.

Implementing FourKites to track shipments across its supply chain and resulted in these outcomes for Smithfield:

Smithfield improved its on-time delivery rate to 94%, significantly lowering missed appointment fines and defending valuable shelf space

Smithfield was able to book more accurate delivery times with retailers and adjust those windows proactively, leaving enough time for retailers to react without disruption

Smithfield analyzed aggregated data from FourKites to drive a broader supply chain transformation that included: identifying best-performing supply chain partners for future business decisions, and streamlining warehouse and dock operations to optimize operational efficiency





FourKites: The most trusted name in real-time supply chain visibility

From visibility comes unrivaled business value

FourKites has pioneered the industry shift to real-time visibility, enabling shippers to improve on-time delivery and optimize their supply chain based on actionable data and predictive intelligence. With a network that encompasses 3PLs, carriers and 265 of the world's leading shippers, FourKites tracks more data than any other platform, across all modes and in 55 countries around the world.

The world's leading companies partner with FourKites to improve on-time delivery, lower operating costs and deliver superior customer service.



265 Shippers
In 55 countries



9 of Top 10
CPG



18 of top 20
F&B



4 of top 5
Pharma

Why network size matters

“Network effects” is a term that was coined when the original telephone networks took off more than a century ago. The basic idea is that a single telephone is completely worthless. Add a second and suddenly you have something useful. Keep adding phones and people, and the value of a telephone network multiplies.

The same is true for supply chain visibility. The lack of real-time data and cross-company connectivity has consistently held back the advancement and evolution of the supply chain. As the companies implement supply chain visibility, the data and the resulting predictive analytics become more prevalent, the benefits for participating companies exponentially increases.

In short, **more shippers = more data = more value**

Not unlike a telephone network (or an online marketplace, or a social media platform, etc.), a visibility platform is foundational. It is Step One in terms of value creation. Step Two is using the data generated by the platform to take actions that can help you run a more nimble and efficient business. In supply chain, that path almost always involves other parties in your ecosystem.

At a high level, network effects should translate into greater business velocity and more efficient and cost-effective operations. Bigger picture, it can shift transportation from cost center to competitive differentiator.



FourKites Case Study

How a Major Automotive Manufacturer Improved the Ability to Identify Late Loads

Situation: One Fortune 50 auto manufacturer wanted improve the management of shipments headed for their manufacturing facilities. They used FourKites' DynamicETA to identify which loads were running behind schedule and determined when they would actually arrive.

Solution: Using data assembled from the world's largest global network of enterprise shippers and data providers, and monitoring more than 150 different data points and load attributes, FourKites was able to deliver the automotive manufacturer with a more accurate picture of their inbound supply chain.

Success: The company's ability to identify late loads grew from about 5% using traditional ETA technology, to over 98% of late loads using FourKites' DynamicETA solution.

The DynamicETA Difference

5% of Late Loads
are Identified



98% of Late Loads
are Identified

ETA Providers calculate how long it will
take driving direct, as fast as possible.
This is never the case in shipping.

FourKites' DynamicETA
provides full context through
machine learning.



FourKites is the largest predictive supply chain visibility platform, delivering real-time visibility and predictive analytics for the broadest network of Global 1000 companies and third-party logistics firms.

With a network of more than four million GPS/ELD devices, FourKites covers all modes, including truckload, LTL, ocean, rail, intermodal, last mile, and parcel. The platform is optimized for mobile and equipped with market-leading, end-to-end security.

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Unmatched Accuracy

Calculate the industry's most precise ETAs based on the broadest network of GPS-ELD integrations feeding up to-the-minute data into a continuous machine learning algorithm.



Quickest Time-To-Value

Get up and running in weeks with our dedicated onboarding team and out-of-the-box integrations with leading TmS, GPSELD, dispatch systems, and carriers.



Largest Network

The largest network of tracking data in the industry enables greater collaboration among supply chain partners and deeper insights than ever before. In a single view, FourKites users can track loads across all modes anywhere in the world.



Superior Customer Service

Rest assured knowing our integrated service and training team - consistently cited by customers as the most responsive and helpful in the industry is available by phone and email.



Most Robust Product Suite

Our innovative tools arm you to tackle all the challenges of today and tomorrow: Advanced Temperature Tracking protects fragile inventory; Network Visibility expands views on vendor-managed freight; Predictive Capacity Management reduces deadhead; and Facility Manager streamlines warehouse operations and reduces dwell, to name just a few.