

The technology 'arms race' for visibility, capacity

- Venture capital (VC) dollars keep pouring into technology start-ups focused on freight visibility, fueling an arms race in that sector of logistics software.
- A more proactive, predictive approach to visibility and capacity planning is demanded, not a reactive, backward-looking view that analyzes what went wrong.
- How close are we, really, to getting there? How will technologies such as Artificial Intelligence (AI) help? What are the next steps we need to take?

“A shipment at rest is a shipment at risk. If you talk about flow, you can have a more strategic conversation and get the money to do those things you need to start doing.”

-- Jack Oney, CEO of Oney Consulting, formerly Procter & Gamble

“It is so challenging to find a platform that takes into account all parts of the supply chain, what happens at the ports, customs, the dray, LTL, there are so many [variables].”

-- Laura Venchuk, corporate logistics manager of Kuriyama of America

“We have to manage data ... It’s all about simplifying processes, and letting people know how technology helps us meet customer expectations.”

-- Elaine Singleton, vice president of supply chain at Technicolor

- Whether we're talking about blockchain, artificial intelligence or another type of technology, focus must be on applications that deliver tools shippers and others can use to solve real-world problems.
- Rather than protocols, think about processes applications are built on, and how they can be automated, streamlined or even eliminated to create efficiencies.

