



# Delivering data-driven logistics.

Providing logistics teams with the actionable  
insight they need, when they need it.





If there's one thing businesses have learned from the pandemic, it's the need to have the agility to respond quickly and effectively to sudden challenges. This requires smarter, faster, informed decision-making.

A more visible, transparent supply chain means greater control and quicker response. It enables problems with low stock levels, traffic congestion and vehicle performance to be predicted or quickly identified and dealt with to minimise disruption.

There's also a recognised need for quality control and service, supported by the ability to monitor the delivery of packages and other items. This doesn't just mean tracking progress from receipt to customer, but also monitoring temperature and movement of items to make sure they arrive in perfect condition.

Closer monitoring of systems and machinery in distribution hubs enables problems to be detected and rectified before they result in costly downtime that disrupts the supply chain.

### The freshest, most accurate data

“Today, IoT is important because emerging supply chain techniques need the freshest, most accurate data,” according to Amber Salley, director and analyst, Gartner. “This was important before a global trade conflict arose and COVID-19 hit, but now the need is even more acute.”

<https://www.iotworldtoday.com/2021/01/18/supply-chain-analytics-and-iot-loom-large-in-wake-of-2020-disruption/>

Parcel visibility and monitoring can be optimised by applying Internet of Things (IoT) sensor technology across the supply chain, supported by a robust network. The data collected at key points can be turned into the actionable insight that logistics teams need to make faster, better decisions using



AI-driven data analytics solutions. This optimises efficiency and service, and reduces costs.

To achieve this you will need a fast reliable network for rapid data capture, transfer and processing. You'll also require an analytics solution to standardise and interpret the data to meet the specific requirements of the team using it. Implemented correctly, this will present the findings in a meaningful way, delivering total supply chain visibility.

**We hope you enjoyed this excerpt from our report on how hybrid working strategies that harmonise humans and digital innovation optimise the performance and value of your data and technology.**

### Driving collective decision-making

“Real-time data within the supply chain is extremely valuable, allowing companies to get ahead of disruptions, predict peaks, and improve planning,” concludes the 2022 Third-Party Logistics Study. “Data can drive more collective decision-making across informational silos that exist within shippers’ operations.”

<https://www.datanami.com/2021/09/22/logistics-operators-look-to-data-technology-for-advantage/>

### Shifting from supply chain to demand chain

“According to Robert Schmid, chief futurist for Deloitte, widely known as Mr IoT due to his popular YouTube channel: “IoT could shift logistics from supply chain to demand chain by tracking demand with product-based sensors that help detect not just how the product is used but also environmental demand.”

<https://biztechmagazine.com/article/2021/05/evolving-role-iot-supply-chain-and-logistics-perfcon>

