

A 3PL'S CHECKLIST:

How to Select a High-Impact Yard Management System

With customer expectations and supply chain costs on the rise, 3PL's can't rely on the same old playbooks to grow their market share and maximize profit margins. Smaller, innovative 3PL's are increasingly winning bids with a technology-first approach to outsourced logistics. And while a TMS, WMS, and real-time visibility platform have become table-stakes to keep operations running smoothly, many 3PL's still have a major blind spot when it comes to bringing visibility and predictability to their networks: their yards.

A yard management system (YMS) is increasingly becoming the not-so-secret weapon of rapidly-growing 3PL's, enabling them to differentiate their customer service and cut down on unnecessary fines. Even better, the right YMS can maximize employee productivity, helping teams do more with less in an especially tight labor market.

Not all YMSs are created equal, however. When considering your investment, here are some key capabilities to look out for to ensure your YMS can deliver maximum value across your key stakeholders and use cases.

DOES IT INTEGRATE WITH AND ENHANCE YOUR EXISTING TECHNOLOGY ECOSYSTEM?

Ensure your YMS is able to integrate with your existing TMS, WMS and real-time visibility platform so insights can flow seamlessly across your end-to-end supply chain. Go beyond surface-level integrations and choose a YMS that can enhance your existing technology investments with the following features:

- ✓ **SKU-Level Visibility:** Even if you're already tracking SKUs across your transportation network and in your warehouse, once a shipment enters the yard, things often get fuzzier. For example, a WMS system might recognize critical inventory as delivered even if it's still sitting in the yard, leading to an hours-long search. With SKU-level visibility in the yard, inventory can be quickly retrieved for a PO cut, avoiding customer penalties and an upset shipper.
- ✓ **Appointment Management:** The most advanced YMS platforms have deep, pre-built integrations with a real-time visibility platform so they can automatically know the ETA of each truck associated with each appointment. As exceptions occur in transit, the YMS platform alerts yard teams to new ETAs, enabling them to proactively reschedule shipments before an appointment event misses.

IS THERE A CLEAR PATH FOR ACHIEVING A POSITIVE ROI ON YOUR YMS INVESTMENT?

Nothing is more frustrating than a never-ending software implementation process. Choose a YMS provider that has a proven track record of delivering value in weeks with a fast implementation methodology and robust end-user training programs.



Trane Technologies got payback from their investment in FourKites Dynamic Yard in less than 3 months by reducing detention fees alone.



IS IT DESIGNED TO AUTOMATE DAILY TASKS FOR STAKEHOLDERS THROUGHOUT YOUR YARD?

Your YMS needs to surface relevant insights and automate tasks for stakeholders across your yard. From gate guards to supply chain executives and everyone in between, ensure your YMS is purpose-built to make every team in your yard more productive. Here are critical capabilities to look for by role:

- ✓ **Gate Guards:** Carriers arrive with the same check-in form already pre-filled with their appointment's information. Scannable codes and IoT devices streamline their entry while capturing critical information.
- ✓ **Spotters:** Equipment inventory can be tracked either by GPS or IoT to provide a live map of all trailers on site. Spotters can quickly surface the location of their next unit to pull to avoid slow downs while teams wait for trailers to be located.
- ✓ **Dock Workers:** Prescriptive tasks based on worker location keep teams moving in between loads, improving safety and accuracy and avoiding the need for overtime. With ETAs in-hand for inbound capacity, teams can prioritize based on real-world data rather than a schedule.
- ✓ **Drivers:** Tasks are automatically assigned to drivers via mobile device, with the ability to capture critical information, BOL, POD, images and more. Instructions can be configured for either live, drop & hook or drop loads with assignments for outbound loads.
- ✓ **Executives:** Whether you oversee one yard or several, your YMS should provide the analytics and reporting you need to understand the root cause behind bottlenecks and fines. FourKites Dynamic Yard creates a digital twin for your operations to analyze data down to the asset or employee level. KPIs and operational best practices can then be normalized, anonymized, and shared to drive continuous improvement across your facility network.

DOES IT FUTURE-PROOF YOUR OPERATIONS WITH FUNCTIONALITY FOR ADVANCED USE CASES?

Invest in a YMS that can stand the test of time with extended functionality and flexible analytics capabilities to help you keep costs down and grow your business. Here are some features that will help ensure your YMS can keep up with whatever comes next:

- ✓ **Manage Multiple Customers at One Location:** Avoid chaos in the yard when managing multiple customers at a single facility. A YMS can help you track and segment shipper cargo more accurately, ensuring seamless operations across your customer base.
- ✓ **Actionable Analytics to Reduce Costs:** Standardize each data stream impacting your yard for a complete 360-degree view of cost. Dynamic and customizable reporting allows you to deliver the right data at the right time to key individuals to monitor operations and avoid surprises.
- ✓ **Cold Chain Compliance:** A YMS should be able to precisely track each temperature-controlled trailer and proactively alert your teams if the temperature trends away from the trailer's set point. Ensure regulatory compliance by providing a validated record of each shipment's location and temperature with a timestamp to defend against claims as cargo changes custody of control.

KEEP FOURKITES AT THE TOP OF YOUR LIST.

In an increasingly competitive market, optimizing your yard can have cascading effects throughout your supply chain to keep costs down, grow your business, and improve employee productivity. FourKites Dynamic Yard is a best-in-class YMS that helps 3PLs achieve true end-to-end visibility. With powerful features including SKU-level visibility, automated appointment management, product protection capabilities and robust integrations to other systems, Dynamic Yard is designed to optimize every facet of your yard operations.

It's time to incorporate a YMS as a key pillar in your supply chain digitization strategy. Contact us at hello@fourkites.com to learn more about what Dynamic Yard can do for your business.



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