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FourKites expands its Control Tower strategy with Loft

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The Bottom Line

At Manifest 2026, FourKites announced Loft, a new capability that automates the routine follow-up work that operations teams handle after identifying a disruption or exception. The announcement comes as many organizations have strong visibility into shipments and assets but still rely on people to chase confirmations, send emails, update records, and escalate issues when responses do not arrive on time. Loft gives customers a way to formalize those steps so they happen consistently, using the same shipment and asset data already flowing through the FourKites platform. Instead of replacing existing systems or promising full autonomy, Loft is a platform for Agentic AI designed to reduce manual coordination around operational scenarios such as asset assignment, missed check-ins, delayed confirmations, or detention follow-ups. Analysts expect this approach to improve execution efficiency, reduce hand-offs across teams and partners, and shorten the time it takes organizations to turn operational ideas into repeatable processes, with workflow development cycles projected to improve by roughly 30 to 50 percent. Looking ahead, Loft's impact will depend on how well customers apply it to narrowly defined use cases and mature from there, but it represents a pragmatic step toward more consistent, event-driven execution without forcing large-scale process or system changes.

Overview

Loft is FourKites' new workflow automation platform, announced at Manifest 2026 in Las Vegas, that uses supply chain event data to drive repeatable follow-up actions across logistics operations at a time when supply chain data has become foundational to enterprise performance. Decisions across finance, customer service, procurement, manufacturing, sales, and risk management increasingly depend on the physical movement of goods, since inventory velocity drives cash flow, delivery reliability shapes the customer experience, and carrier performance and network congestion influence total landed cost. While many organizations have automated transactional processes within ERP, CRM, and warehouse systems, the operational work that directly affects these outcomes still leans heavily on manual coordination, inbox-driven follow-ups, and inconsistent exception handling across teams and partners.

Over the past several years, FourKites has expanded beyond its origins as a real-time visibility provider by investing in a large-scale operational data network, digital twin capabilities, and event-driven analytics that support broader control tower use cases. The Intelligent Network aggregates real-time and historical signals across transportation modes, facilities, assets, and trading partners, while control tower capabilities built on top of that network help organizations identify disruptions, understand downstream impact, and automate resolutions with AI agents. Recent platform updates, including the Inventory Twin, reinforce this direction by extending how FourKites represents and reasons about physical movement and inventory conditions within the network, raising customer expectations that the platform should not only surface issues but also take consistent action when those issues occur.

Loft sits in that execution space by allowing organizations to encode how they want common operational scenarios handled, then run those procedures as event-driven workflows tied to the same network signals that FourKites already captures. In practice, that means workflows can watch for conditions such as missing asset assignments, late confirmations, stalled check-ins, or other operational exceptions, trigger outbound communications, process inbound responses, extract structured information from emails, update tracking or asset records, and enforce escalation timelines when responses do not arrive within defined windows. These are not simple if-then triggers. A single agent deployment averages 5.4 discrete actions, reflecting multi-step processes designed to deliver a specific outcome rather than complete

At Manifest 2026, FourKites introduced Loft to formalize execution work that typically happens outside systems.

Loft addresses how operational teams respond to issues once they are identified, rather than how issues are detected.

a single task. The capability also includes parameter controls so teams can tune thresholds, routing logic, recipients, and timing without rebuilding the workflow, and it maintains execution history and state so operational leaders can review what happened, troubleshoot failures, and refine the procedure over time, including reusing workflow blocks across regions or business units while still allowing localized variation where operations demand it.

Expected benefits

Nucleus expects the following benefits enterprises can realize when leveraging Loft within FourKites:

Improved supply chain efficiency

Loft lowers the barrier for organizations to improve supply chain execution by embedding automation directly into day-to-day operational workflows. Instead of relying on manual follow-ups to manage yard congestion, carrier assignment, or shipment exceptions, teams can standardize how common issues are handled and execute those actions consistently as conditions change. This reduces delays caused by missed handoffs and shortens the time between detection and response. Analysts expect organizations using workflow-driven execution through FourKites to improve logistics productivity by reducing manual touches and increasing throughput across transportation and warehouse operations, creating a leaner operating model by reducing execution friction across all operational teams that rely on supply chain data.

Increased collaboration across internal and external teams

Loft improves collaboration by replacing ad hoc coordination with shared, system-driven execution. In many supply chains, collaboration breaks down not because data is unavailable, but because actions are scattered across emails, spreadsheets, and individual judgment calls. By encoding execution steps into workflows, Loft aligns internal teams and external partners around the same triggers, timelines, and escalation rules. This reduces confusion over ownership, speeds issue resolution, and limits duplicated work across functions such as transportation, customer service, procurement, and warehouse operations. Nucleus found that organizations with more structured execution workflows resolve exceptions faster and at lower cost, translating collaboration improvements directly into operational efficiency and service reliability.

Analysts expect Loft to shorten workflow design and deployment cycles by roughly 30 to 50 percent compared to industry norms, enabling business users to build automations without technical configuration.

Analysts expect Loft to reduce execution delays by standardizing follow-up actions that are still handled manually across logistics operations.

Accelerated workflow creation

Loft accelerates the pace at which organizations can turn operational ideas into operational processes. By allowing workflows to be defined in natural language through Sophie, FourKites' built-in AI developer, business users can convert existing standard operating procedures into agent operating procedures without engineering support. Sophie handles the translation from intent to executable workflow, which means the people who actually understand how work should be done are the ones building the automations — and testing and refining them without waiting on technical teams. This enables organizations to experiment with smaller, targeted automations rather than attempting extensive process redesigns. Analysts expect this approach could shorten workflow development and deployment cycles by an estimated 30 to 50 percent compared to industry norms, allowing teams to validate value quickly, discard low-impact ideas, and scale only the workflows that deliver measurable efficiency or cost benefits.

Loft's long-term value depends on how effectively customers govern workflows, standardize execution, and build trust in event-driven decision-making over time.

Looking ahead

Looking ahead, Loft's success will depend less on the capability itself and more on how well FourKites helps customers adopt it in environments where data quality and process consistency vary widely. Large manufacturers, distributors, retailers, and consumer goods companies generate enormous volumes of operational data across inbound logistics, yards, warehouses, and outbound fulfillment. However, many are still early in turning that activity into reliable, governed signals that can drive automated action. Appetite for AI is rising, but trust remains uneven, and many organizations lack the clean data, defined ownership, and repeatable procedures needed to deploy prebuilt agents broadly.

In that context, Loft is positioned as a practical bridge. It allows customers to start with targeted workflows tied to specific operational pain points, prove value, and expand over time, rather than attempting an enterprise-wide redesign or jumping directly to autonomous execution. Analysts expect vendors that take an account-based, consulting-led approach to see stronger adoption, because customers often need help identifying where automation is safe, what data is dependable, and how escalation rules should be structured. In practice, Loft becomes most valuable when paired with guided deployment that standardizes processes, improves data discipline, and builds confidence through measurable outcomes.

There are also real limits to keep in view. If workflows are built on inconsistent inputs, poorly defined exception criteria, or unreliable partner participation, automation can amplify noise rather than reduce it. FourKites aims to take a collaborative, consultative approach to new workflow development and deployment in Loft to address this limitation. Some organizations will also struggle with governance, deciding who is allowed to create workflows, which workflows become standards, and how changes are controlled once they are deployed. Over time, the organizations that benefit most will be those that treat Loft as a mechanism for maturing execution step by step, using workflow libraries and repeatable operating procedures to move toward event-driven operations in which decisions and actions are triggered consistently as disruptions occur, driving stronger ROI for customers.

Analysts expect Loft adoption to progress incrementally, with organizations starting with targeted workflows and expanding automation as data quality and process maturity improve.