

REPORT /

Why You Should Rethink Your Supply Chain Tech

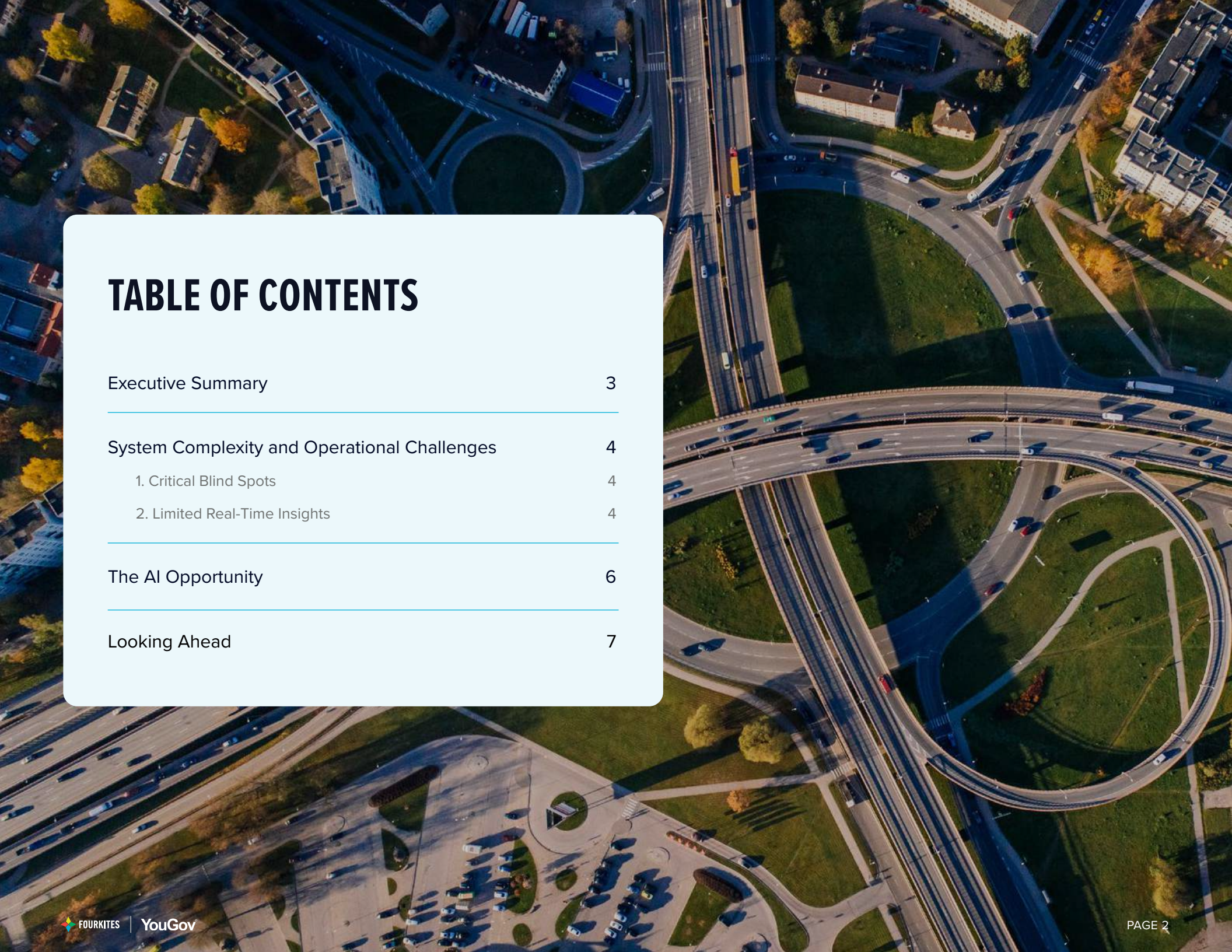


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EXECUTIVE SUMMARY



A new study of 250 US supply chain decision-makers reveals persistent challenges in turning data into action. Organizations face supply chain system complexities and blind spots in their network that delay their ability to act, while expressing optimism about AI's potential to transform routine operations. The research presents a clear picture of current limitations while highlighting emerging opportunities for automation and optimization.



SYSTEM COMPLEXITY AND OPERATIONAL CHALLENGES



Respondents highlighted a fundamental challenge facing supply chain organizations: the sheer number of systems required for basic operations. Among surveyed organizations, 75% require between 3-10 systems for their supply chain decisions.

But the complexities of supply chain tech stacks are only part of the problem — two other challenges also stood out:



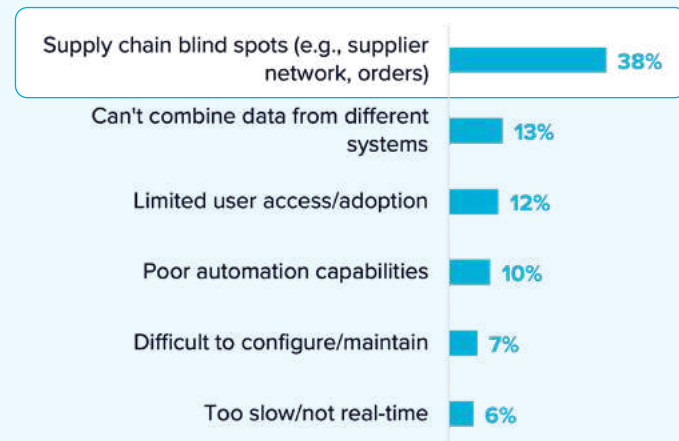
KEY SURVEY FINDING

The average organization is using **5 systems** to make supply chain decisions.

1. CRITICAL BLIND SPOTS

Supply chain blind spots emerged as the most significant limitation of current technology, reported by 38% of organizations. For the largest companies, this challenge is even more pronounced — 58% struggle with limited insight into their supplier network, orders, and other critical area.

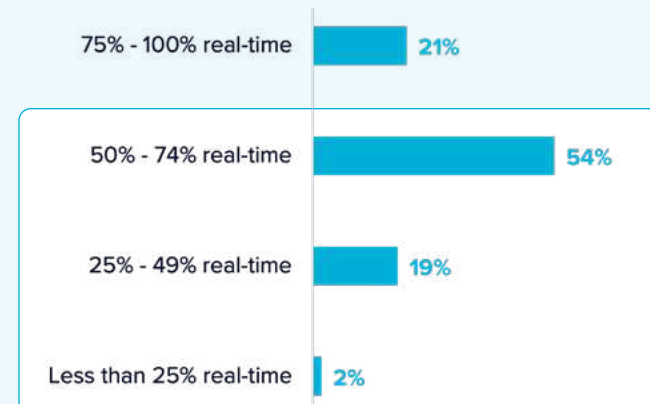
Biggest Limitation of Current SC Technology



2. LIMITED REAL-TIME INSIGHTS

Exacerbating—or perhaps causing—these blind spots is the fact that only 2 in 10 organizations reported having 75%- 100% of their entire supply chain available in real time, while the remaining 8 in 10 operate below this threshold. This gap in real-time insights represents a significant opportunity for improvement.

% of Supply Chain Available in Real-Time

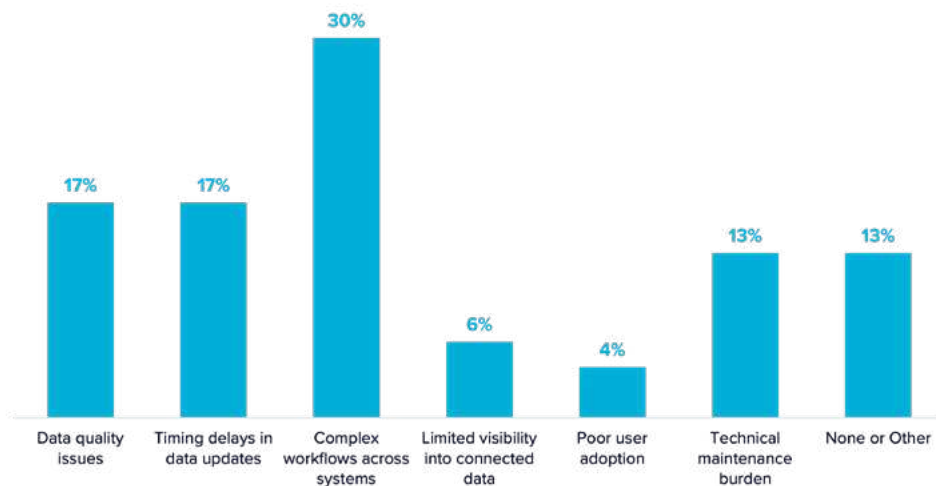


Nearly **8-in-10** have **less than 75%** real-time



The impact of these challenges cascades through operations. Complex workflows across systems prevent 30% of large organizations from getting value from their supply chain tech stack, followed by data quality and timing delays (17%), and technical maintenance (13%).

Biggest Barrier to Getting Value from SC Technology



These struggles with blind spots and workflows have direct cost implications. The research shows that network delays are the largest contributor to unexpected costs, followed by issues with supplier-controlled freight.



KEY SURVEY FINDING

For most (two-thirds), it takes **4 hours or longer** to understand the impact of a disruption.

THE AI OPPORTUNITY



Organizations see significant potential in AI technology to address current challenges. Three-quarters of respondents believe AI can handle 25-75% of their routine supply chain tasks.

The survey identified specific areas where organizations see the most potential for AI application:



Carrier communications



Appointment scheduling



Administrative tasks like system entries & reporting

For the largest companies, the anticipated benefits are clear:



Higher customer satisfaction **(36%)**



Improved OTIF performance **(19.5%)**



Labor cost reduction **(15%)**

However, organizations maintain a pragmatic view of AI adoption. More than 40% of respondents expressed reservations about data security, system reliability, and costs.



Companies in every industry are telling us the same thing: they're drowning in data but starving for action."



MATHEW ELENJICKAL
FOURKITES FOUNDER AND CEO





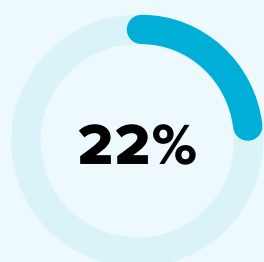
LOOKING AHEAD



The research reveals a significant gap between current capabilities and needs. Only 22% of shippers with more than \$1 billion in revenue believe their supply chain control tower is highly effective at driving action. While 70% of companies identified connecting supply chain data as a priority at the end of 2023¹, most still struggle to not just connect it but to do something with it.

The findings suggest organizations must balance their appetite for new technology with practical considerations about integration, security, and implementation.

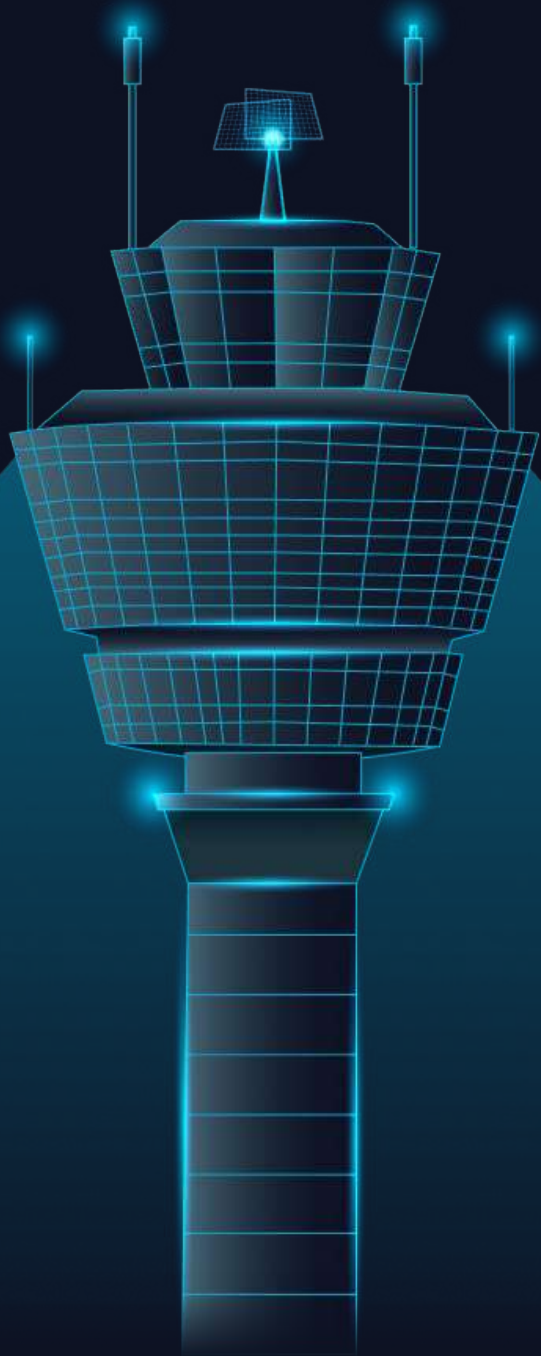
As supply chain leaders look to improve operations, success will depend on finding solutions that can both connect existing systems and drive meaningful action.



KEY SURVEY FINDING

Only **22%** of large shippers say their control tower is highly effective at driving action

¹FourKites and YouGov 2023 Survey



Want to learn how you can turn siloed supply chain data into well-orchestrated and automated action?

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