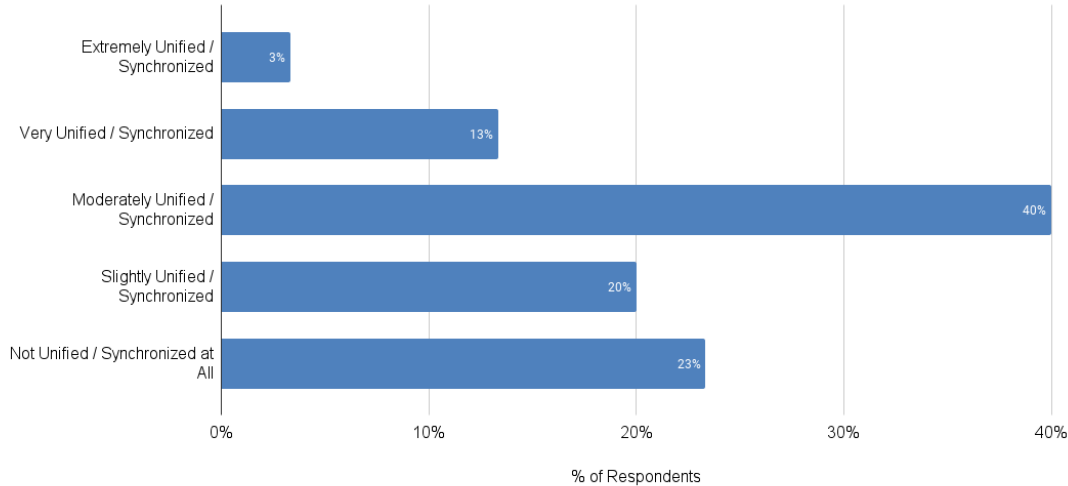


How unified and synchronized are your transportation, distribution, labor, and automation planning and execution processes today?



RESPONDENT PROFILE

Respondent Profile (n=30)

Seniority Level		Industries	
Manager	47%	Food & Beverage	20%
Director	23%	Retail	17%
VP	17%	Consumer Goods	10%
SVP	3%	Distributor	3%
CxO	0%	Automotive	0%
Other	10%	Manufacturing - Other	50%
		Medical Equipment	7%
		Building Materials	10%
Geography		Company Size	
North America	94%	> \$1 Billion	57%
Europe	0%	\$501M - \$1B	7%
Asia	3%	\$100M-\$500M	23%
Latin America	0%	< \$100M	13%
Middle East	0%		
Other	3%		

SUMMARY

Historically, many companies have planned and optimized their transportation and distribution processes separately, typically using different software applications, such as a Transportation Management System (TMS) and Warehouse Management System (WMS). How unified and synchronized are your transportation and distribution processes today? What are the main obstacles to enabling a unified and synchronized approach? What are the potential benefits of eliminating the silos between transportation and distribution?

A large majority of the survey respondents (83%) said their transportation and distribution processes are either “Moderately” (40%), “Slightly” (20%), or “Not Unified/Synchronized at All” (23%). Only 3% said they were “Extremely Unified / Synchronized.”

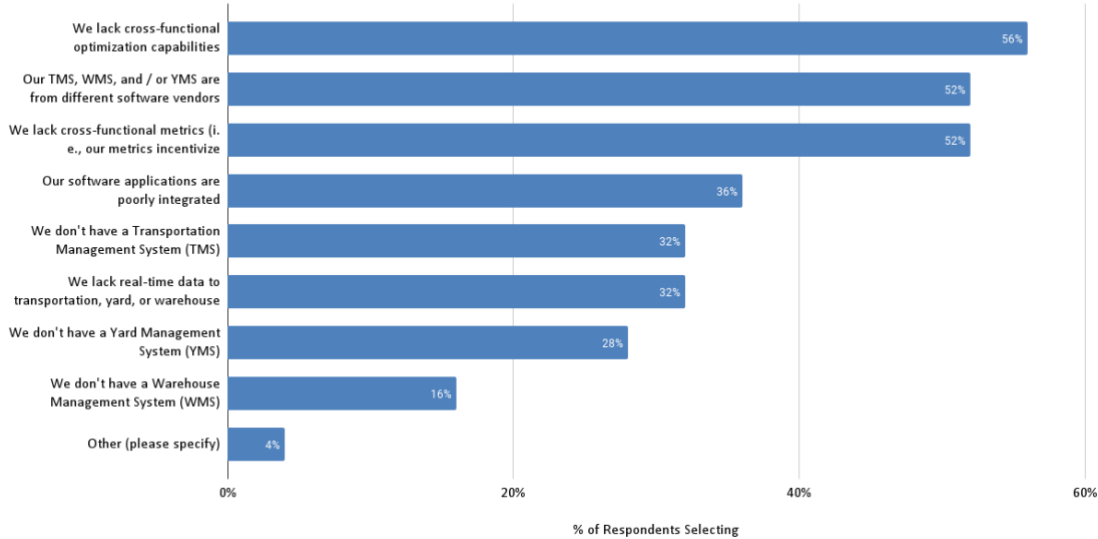
Of those with “Extremely/Very Unified” processes, 80% of them credited “Our software applications are well integrated” as a key enabler. In terms of biggest obstacles to enabling a more unified approach, “We lack cross-functional optimization capabilities” received the most votes (56%).

“Utilize real-time shipment visibility to automatically adjust inbound appointment schedules” received the highest percentage of combined “Very High Value” and “High Value” votes (72%) as a benefit of taking a unified approach.

To read all comments, [please visit survey results dashboard](#)

“We have very little system integration at this point, as our warehouse and transportation management are currently outsourced to different 3PLs with little to no connectivity to our ERP system. The [potential] benefits [of taking a unified approach] related to labor and shipment scheduling, as well as reducing detention charges, are most desirable.”

What are your biggest obstacles to enabling a more unified and synchronized approach to transportation and distribution management? Check all that apply.



NOTES

n = 25 for this question.

“Other” response:

Our warehouse and transportation are outsourced to 3PLs that have their own systems; both integrate with our CRM or ERP, but it is minimal.

RESPONDENT COMMENTS

“We have a long way to go to optimize these processes. Legacy decisions continue to affect ongoing operations.”

“Some of the separation in systems helps to define ownership of a process / function. However, real-time adjustments based on accurate ETA, volume and arrivals would support an investment in unification.”

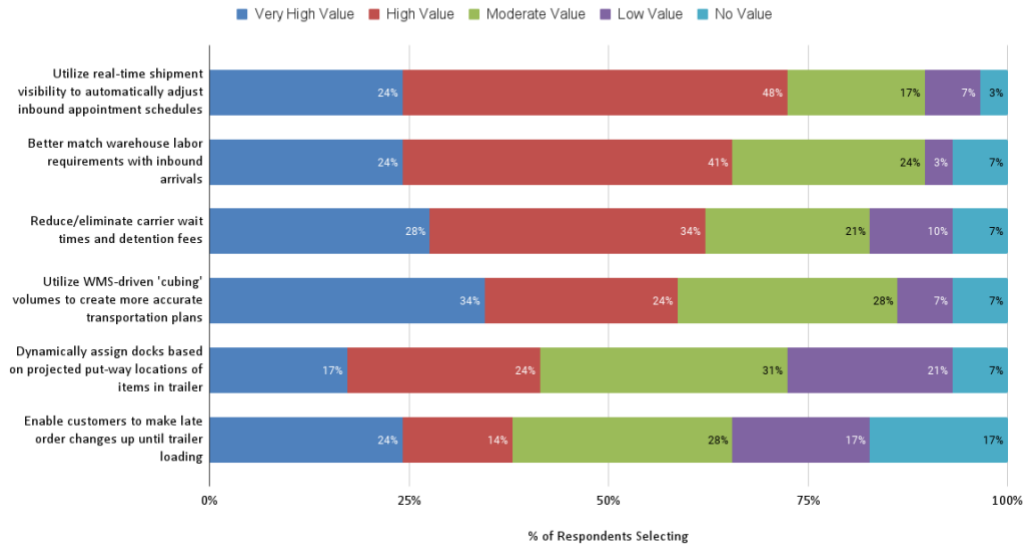
“We rely on a 3PL and use an ERP and CRM to pull together customer-facing information as well as metrics to develop a proactive supply chain plan. To get to this point, some of our entries are duplicated if there are areas where the systems are not integrated. Having one system to manage customers, orders, inventory, transportation, and 3PL warehousing would be ideal.”

“Our production supply is demand driven [with] wild fluctuations by day of the week and month of the year. Our carriers must navigate volume swings, as well as dock loading constraints, which makes it very challenging. The entire system (production, warehousing, transportation, distribution, and last mile) is impacted by JIT demand planning.”

“For one thing, both areas [transportation and distribution] need to report to the same executive.”

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How would you rate value of the following potential benefits/capabilities of taking a unified and synchronized approach to transportation and distribution management?



NOTES

n = 29 for this question.

“We have attempted as much as possible to unify transportation and distribution planning together. Our wish list of capabilities [includes] having a control tower and visibility solution [so we can take] a more unified approach and better understand where our shipments are going.”

RESPONDENT COMMENTS

“Our company has added TMS to our business strategy, and this has helped gain productivity in transportation. Our WMS is a different system which does hinder some strategies versus if the two were on the same vendor platform. Master data is an important factor in these two systems, and we have been continuously improving this part of the business. Our wish list would be better cross dock functionality, yard management system, WMS cubing volume for better planning, and more efficient freight pay systems.”

“Timely survey topic. We are currently reworking our 3PL partnerships to better connect DC operations with transportation operations. Currently, the same 3PL does both but they don't integrate them as effectively as we need. Good callout in the survey about the inefficiencies that can be created by conflicting priorities between distribution and transportation. It is ESSENTIAL to have KPI's that balance the two functions more strategically.”

“[Our wish list items include] better planning and optimizing loads considering existing orders and planned/forecasted orders; knowing when it's better to hold onto orders for a little bit longer until new orders come so as to better optimize the freight and reduce transportation costs vs. impact to the customer experience.”

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