



Achieving Comprehensive Transportation Visibility

What to Consider when Laying a Foundation for Advanced Visibility

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Visibility Has Become a Core Part of Logistics

Transportation visibility adoption is increasing quickly. Interest in visibility solutions, such as project44, has grown over the last couple of years and has now become a must-have for supply chains around the world.

In a recent report, [Market Guide for Real-Time Transportation Visibility Platforms*](#), Gartner found that “visibility continues to be one of the top technologies supply chain end users invest in. By 2023, 50% of global leading enterprises will have invested in real-time transportation visibility solutions.”

** Gartner “Market Guide for Real-Time Transportation Visibility Platforms”*

*Bart De Muynck
25 February 2020*

Because the transportation of freight has a ripple effect throughout the entire supply chain, advanced visibility has moved to the core of supply chain execution. Advanced visibility enables you and your customers to make smart, real-time decisions based on high-fidelity data and predictive business intelligence.

These insights allow you to:

Proactively take action when deviations or delays occur

Improve delivery service to meet customer expectations

Better manage inventory

Lower costs by shortening waiting times and reducing fines for missing dock appointments

Eliminate time-consuming manual tracking activities, such as phone calls and emails

Not only is transportation visibility central to transportation management, it can have a large impact on warehouse, yard, and fleet management as well. To start incorporating visibility at the core of your supply chain, think about it as a catalyst for collaboration. Because it touches many aspects of the process, this insight creates a deeper level of connectivity between the entire ecosystem.

While many organizations are looking to deepen collaboration and connectivity both upstream and downstream, implementing new software across your supply chain can be daunting. Emerging SaaS software can deliver immense results for an organization, yet it can take time to put the building blocks in place for long-term, end-to-end visibility. [Gartner explains*](#), “implementing visibility is less like a 100-meter sprint but rather more like a marathon based on different internal and external factors such as: business partner maturity, carrier onboarding, data cleanliness and compliance, data learning to create accurate predictions, understanding how to use the visibility data to create insights, and technology adoption/technology risk awareness.”

** Gartner “Smart Insights for the Real-Time Transportation Visibility and Monitoring Solution Market”*

*Bart De Muynck
Christian Tize
17 September 2019*

- ▶ This white paper will outline the journey to successfully implement visibility, provide recommendations for where to start, and share key capabilities that are required for short- and long-term success.

SECTION 01

Where to Start on the Visibility Journey

Organizations can gain value right away when they implement a transportation visibility solution. However, to make sure your supply chain is set up for long-term success as well, you need to make sure certain building blocks are in place.

To ensure you're prepared for the future, it's important to get started early. Those that are ahead of the curve now will have more time to build their visibility posture, allowing them to create a competitive advantage around an optimized supply chain.

01 Fundamentals

The initial stage is really about laying a foundation and focusing your scope where you can gain the most value quickly. Supply chains in this stage have visibility into a few key modes and will start using some essential analytics capabilities, such as predictive ETAs.

02 Maturing

Once you're up and running in some of your modes and geographies, expand to additional modes and regions. As you gather more visibility data, start exploring more analytics capabilities.

03 Advanced

The final level in the journey includes accessing visibility into all modes and regions, leveraging visibility to automate workflows, and implementing advanced analytics capabilities to gain prescriptive insights.

Fundamentals

The initial stage is really about laying a foundation and focusing your scope where you can gain the most value quickly. Supply chains in this stage have visibility into a few key modes and will start using some essential analytics capabilities, such as predictive ETAs.

When getting started, focus on:

An Approach that Can be Easily Deployed Where It Will Add the Most Value Right Away

When contemplating which modes and geographies to implement first, it's beneficial to start by applying visibility to the mode and region that will bring the most value. For a majority, this will mean starting with over the road visibility such as Truckload and/or Less-Than-Truckload.

Additionally, the visibility markets in North America and Europe are more established, while the technology's presence is growing in Asia-Pacific, Latin America, and Africa. To gain the most coverage right away, start in North America or Europe and expand as the markets grow.

While you might start with a few modes of transportation in one area, make sure your solution can scale and grow with your supply chain as you move through the visibility journey. In addition to having the largest global carrier network, project44's carrier onboarding SLA guarantees that 90% of a shipper's contracted truckload carriers will be live within 30 days of starting implementation, ensuring shippers see results quickly.

Access to Accurate and Predictive Shipment Tracking

Real-time tracking data is critical for successful visibility. Without insight in real time, you can't make proactive and informed decisions. Whether you need tracking at the shipment or order level, project44 provides instant access to high-quality tracking information.

Leveraging accurate ETAs is also becoming a requirement. Armed with the most up to date information about when your shipment will arrive, you'll be able to reduce OTIF fines, better manage appointments, and reduce manual tracking efforts.

It's important that your ETAs take certain factors into account and are based on the highest quality of data. With access to high-fidelity real-time data as well as comprehensive historical data, such as vessel route and lane information, project44 uses both computational and statistical methods to provide the dependable ETAs needed to achieve these results.

Maturing

Once you're up and running in some of your modes and geographies, expand to additional modes and regions. As you gather more visibility data, start exploring more analytics capabilities.

When scaling and exploring technologies, focus on:

Expanding Visibility Coverage Across More Modes and Geographies

While you might ease into visibility by starting in a couple of modes and geographies, it's important to have a solution that allows you to easily expand across additional modes and regions as you go. With air and ocean coverage globally, parcel and over-the-road in North American and Europe, and rail and intermodal in North America, project44 allows you to expand visibility to additional modes and geographies as you're ready.

Additionally, the ability to stitch together modes allows you to reduce friction between modes and track your shipment through its entire journey. For example, project44 allows you to inform customers when containers move from ocean to rail.

Hone Your Analytics Practices

Dig into your visibility data, investigate trends, and determine how you can take action and create more efficiencies within the supply chain. You can start to explore problem areas that need attention, receive alerts, and take action to correct these issues. In order to produce valuable results through analytics, high-quality data and carrier compliance are critical. Without complete and real-time data, your results won't be accurate.

With project44, data is collected from an extensive carrier network in real time, resulting in the high-fidelity insight needed to take action. project44's Visibility Operations Center™ provides access to shipment and carrier information, allowing you to review key performance indicators and make data-driven decisions.

Advanced

The final level in the journey includes accessing visibility into all modes and regions, leveraging visibility to automate workflows, and implementing advanced analytics capabilities to gain prescriptive insights.

When advancing and optimizing operations, focus on:

Leveraging More Prescriptive Analytics

Prescriptive analytics proactively identify different strategies to mitigate supply chain risks or eliminate inefficiencies. With a deeper understanding of your shipments and operations, you can explore your data to discover patterns that allow you to take action. With advanced analytics, you can pinpoint the causes of common issues, identify top performing carriers or those that are having on-time issues, and predict future issues.

A solid baseline of quality visibility data opens the door for organizations to reduce costs and improve efficiency even more by making informed improvements and optimizations to processes and operations. Not all solutions are able to offer the level of data quality you need to achieve these benefits. To ensure data is quality, project44's Advanced Visibility Platform ingests real-time data, cleansing and normalizing the information, and instantly delivering high-fidelity insights to your team, enabling stakeholders to make effective decisions.

Transitioning to Automated Workflows

From freight procurement through settlement, digitization will allow supply chains to immensely increase efficiencies. By reducing manual efforts and relying more on automation, you will be able to optimize the entire shipment lifecycle.

To increase efficiency during procurement, project44 allows you to request rates, dispatch freight loads for pickup by a specific carrier, and add supplemental insurance — all without ever picking up the phone. After your shipment is delivered, you can reduce manual errors and time spent on freight settlement by digitizing documentation and invoices with project44.

Setting a Short-and Long-Term Visibility Foundation

To successfully achieve both short- and long-term value with advanced visibility, there are several factors that you need to get right from the beginning. If you don't prioritize these elements as the base for your advanced visibility strategy, you won't be able to see quality results.

To ensure your visibility foundation is set up for future success, prioritize carrier compliance and data quality. Gartner provides the following recommendation, "achieve success in your visibility project by focusing on carrier and data quality and compliance as a main factor." Throughout each stage in the visibility journey, we believe vendors should focus on building a strong carrier compliance rate and accessing high-quality data.

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“Prerequisites to achieve the full ROI consist of a successful implementation of the solution as well as effective onboarding of at least 90% of carriers in the company’s network.”

— Gartner, May 2020, *How to Assess the Benefits and Return on Investment of a Real-Time Transportation Visibility Platform*

SECTION 02

Carrier Compliance

Gaining coverage into all of your shipments is critical for end-to-end visibility. With the ability to connect to your carriers, you can gain complete and real-time data, which will allow you to make more informed decisions throughout the transportation process.

Because the carrier market is large and segmented across various modes and geographies, it’s difficult and time-consuming to connect to all of your providers. To ease the burden of connecting to every carrier, lean on a visibility provider that has the most comprehensive network and will support your onboarding efforts by proactively reaching out to your carriers.

Additionally, the provider’s presence in the carrier community is important. Because there are many apps in the marketplace that carriers are being asked to use, it’s easy to get app fatigue resulting in low compliance. Leveraging a visibility provider that’s best positioned for carriers to use will increase your likelihood of compliance.

Reduce Your Transportation Visibility Investment Risk

Under project44’s carrier coverage SLA, we will guarantee that 90% of a shipper’s contracted truckload carriers in North America and Europe will be live within 30 days of starting implementation.

Contact info@project44.com to learn more.

SECTION 02

Network

To evaluate a vendor's network size and ability to gain carrier compliance, ask about their current network reach by mode and geography, what they'll do to onboard any carriers that aren't in their network, how long it takes to achieve carrier compliance, and what they're doing to actively expand their network.

What to Ask to Evaluate a Vendor's Network Size:

What is the vendor's carrier breakdown by mode and geography?

Does the vendor have a carrier onboarding SLA in place?

What happens if one of your carriers isn't in the vendor's network?

How does the visibility support carrier onboarding?

On average, how quickly does the vendor onboard a new carrier?

How does the vendor actively grow their network?

Selecting a provider with a large network will allow you to start seeing results quickly, which can accelerate ROI, set you up for better carrier compliance, and reduce the amount of time your team spends connecting to carriers.

If the provider doesn't have your carriers in their network, they should have the necessary tools to quickly onboard carriers. With a dedicated carrier onboarding team, and continuous efforts to build and strengthen relationships with the carrier community, project44 is able to efficiently onboard any carriers that aren't already in the network, taking the burden off of your team.

Achieving Comprehensive Transportation Visibility



project44's Global Network Includes

760+
global telematics/ELD
device integrations

8.5M+
vehicle connections
worldwide

120+
countries



project44's Customers Have Seen Exceptional Success with Carrier Compliance

90% Compliance

Across 2500+ Carriers

One of the largest ecommerce companies achieved more than 90% compliance across 2500+ carriers

95% Carrier Compliance

in 45 Days

A large building materials manufacturer achieved 95% carrier compliance in 45 days, allowing them to drive critical customer experience initiatives

5x Higher Compliance

than Other Visibility Providers

A global, leading consumer goods company experienced rapid carrier onboarding and achieved five times higher compliance than other visibility providers

Data Quality

As more data becomes available, supply chains have the ability to make data-driven decisions. To turn insights into action, it's critical to leverage high-quality data. With quality data, you can leverage advanced analytics capabilities that allow you to proactively manage issues and delays, deliver the experience and transparency your customers expect, and improve operational efficiency.

Without data that's accurate, timely, and complete, your solution won't provide quality intelligence or accurate predictions.

To ensure supply chains have valuable data in real time, project44 prioritizes direct API connections and integrations with more than 760 ELD/telematics devices. The Advanced Visibility Platform™ then automates the complex task of consolidating, cleansing, normalizing, and enriching all data into a format everyone can understand and act on without any lag time.

Access to high-fidelity data will empower your supply chain to master each stage of the visibility journey, resulting in a more efficient and cost-effective supply chain.

“Uline believes that a fully transparent, proactive and connected supply chain provides the foundation for a differentiated and exceptional customer experience. In today's market there are many solutions available, making it difficult to separate fact from fiction regarding new technology. During our evaluations, it was very clear that project44 provided the most accurate and scalable solution. Their platform has already made a significant impact on our business, and we look forward to continuing to partner with their team to unearth new opportunities as we further modernize and digitize our operations.”

— Angelo Ventrone
Vice President of Logistics
Uline

SECTION 03

How to Get Started

While the visibility market has grown exponentially over the last few years, the technology is evolving at a fast pace and the industry is still learning about the landscape. Prioritizing a solution that will help you achieve carrier compliance and provide high-quality data will set your supply chain up for the future.

As you embark on the visibility journey, determine where you'll see the most value right away but define your requirements around your long-term strategy.

To gain more insight into the advanced visibility tech market and simplify your search for the right solution, read our [Advanced Visibility Buyer's Guide](#).

[Download the Guide](#)





project44 is the world's leading Advanced Visibility Platform for shippers and third-party logistics firms. project44 connects, automates and provides visibility into key transportation processes to accelerate insights and shorten the time it takes to turn those insights into actions.

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