

THE VISIBILITY ECOSYSTEM FOR A SEAMLESS SUPPLY CHAIN

Supply chain personas on the frontline spend ~50% of their time getting visibility to the right data & insights that can inform them of the disruptions.

Source: Based on discovery conversations conducted by LatentView consultants with ~30 on-ground supply chain operations executives.



Lack of visibility to the right data & insights on the ground was a key concern for personas, along with:

- Had to **navigate through 6-7 different systems**
- Found most **data & insights to be Hindsight** – too late to be actionable
- Did not have the **enablement to access data & insights** multiple times a day to inform them of exceptions
- Had a **siload view of the disruptions**



The missing link and the need for connecting this ecosystem:

Each of these players, their processes, and the systems they operate work in their own siloes.

Visibility solutions mentioned above **provide data points** that help a shipper track where their shipment is; the missing link is the

- Connection between the **tracking data**
- Transport plan and capacity in the **TMS & ETAs**
- Impact on **order management** and inbound at the receiving point (Point B)

Lack of visibility to the right data & insights on the ground was a key concern for personas, along with:

- **The shipper** - the company whose products are to be transported from Point A to B.

- **The shipping partner/3PL** - the company that would provide the logistics services itself.

- **Transportation Management System (TMS)** - Transport management software either procured or developed by the shipper or the shipping partner.

- **Visibility solutions** - these companies have three key parts:

- **Asset tracking devices** - GPS and IoT sensor-enabled geolocation tracking devices installed on fleets.
- **Tracking software** - Software integrated with the devices with real-time streaming of device data.
- **Carrier partnership** - Installation of devices and enable access to the data.

- **Multiple other 3PL/4PL players** - There are a host of 3rd party players who play smaller roles.

The solution to building a robust automotive supply chain:

Connected Supply Chain solutions can sense exceptions, identify their causes, and provide targeted and curated recommendations to people on the ground on the next best course of action.

TO KNOW MORE

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