

SHIPPERS AND LSPs PRIORITIZE SUPPLY CHAIN VISIBILITY

4 survey findings put control tower capabilities in the spotlight

Supply chain control towers have evolved as business has evolved. Modern control towers enable real-time visibility among partners so they can monitor in-process shipments, as well as gain instant insight on available capacity. With heightened visibility, partners can take predictive and proactive action, which is something they couldn't do with the first generation of supply chain control towers.

Time and cost pressures make better supply chain visibility a valuable advantage because it improves agility and responsiveness. In fact, more than 100 shippers and logistics service providers (LSPs) participating in a [recent survey](#) identified supply chain visibility as a significant source of innovation and advantage. Here are the key findings.

Competing on Customer Experience Survey

BluJay Solutions and Adelante SCM conducted a web survey of supply chain and logistics professionals in March 2018. A total of **137 qualified respondents** answered questions about innovation, customer experience and technology.



[See the full report](#) →

*Percentages are rounded, and therefore groups of numbers may not add up to 100%.

Finding 1

Technology that improves supply chain visibility is driving innovation.

Supply chain professionals ranked *control tower visibility* alongside *mobility/mobile apps* and *warehouse robotics* as a leading technology that will influence supply chain innovation most over the next five years.

Top 3 Technologies Delivering Innovation Benefits



Finding 2 Supply chain visibility is a top investment priority.

Supply chain and logistics leaders reported that *supply chain visibility* is a top investment priority — number 2 after *transportation*, in fact. This is not surprising considering that the need for better visibility spans *all* supply chain functions.

Top 5 Supply Chain Investment Priorities



Transportation



Supply Chain Visibility



Warehousing



BI/Analytics



Trading Partner
Connectivity

Finding 3

Supply chains with slow technology adoption are falling behind peers on visibility.

When identifying processes most in need of innovation, participants that identified as Laggards/Late Majority technology adopters were almost **3X more** likely to choose *control tower visibility* (17%) compared with Innovators/Early Adopters (6%). In the overall survey group, 11% named control tower visibility.

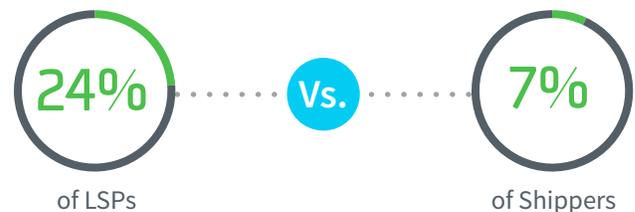


Finding 4

LSPs need to be more innovative to improve visibility.

Almost one quarter (24%) of logistics service providers (LSPs) identified control tower visibility as a process in need of innovation. This is over **3X more** than the percentage of shippers (7%) who identified control tower visibility as a process in need of innovation — a gap that shows the potential for LSPs to improve customer service.

Control Tower Visibility: Innovation Needed!



Are You Ready to Improve Supply Chain Visibility?

To get more details about the importance of control tower visibility to supply chain performance, check out the full survey report, [Competing on Customer Experience](#).