

iN.SiGHT
VIRTUAL SERIES + INTERACTIVE COMMUNITY EVENT



WELCOME TO

DATA: DON'T DROWN IN IT, DELIVER WITH IT!

ADRIAN GONZALEZ

Tuesday, June 22nd | 2:00-3:00 PM ET



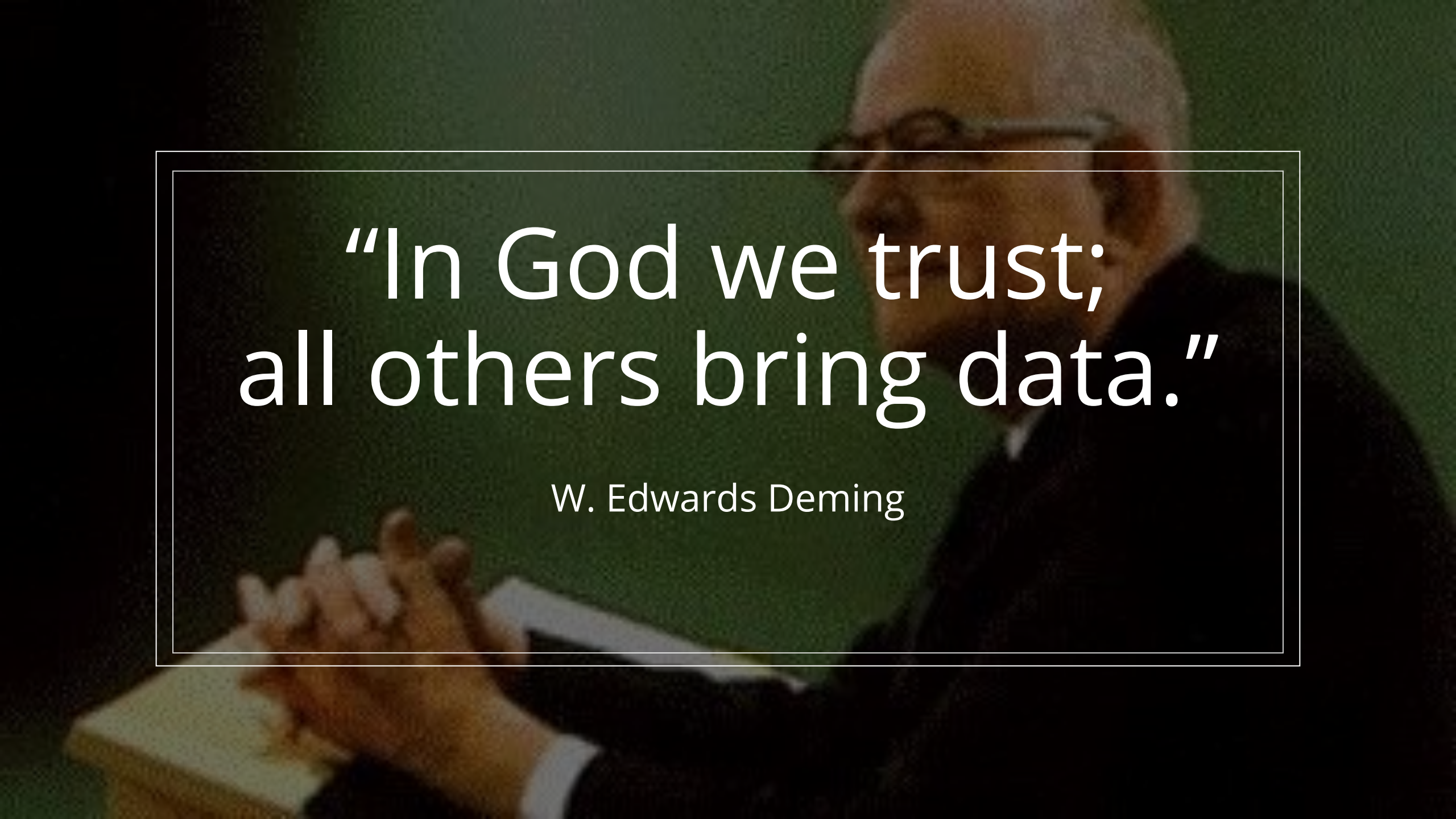
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ADRIAN GONZALEZ

President, Adelante SCM

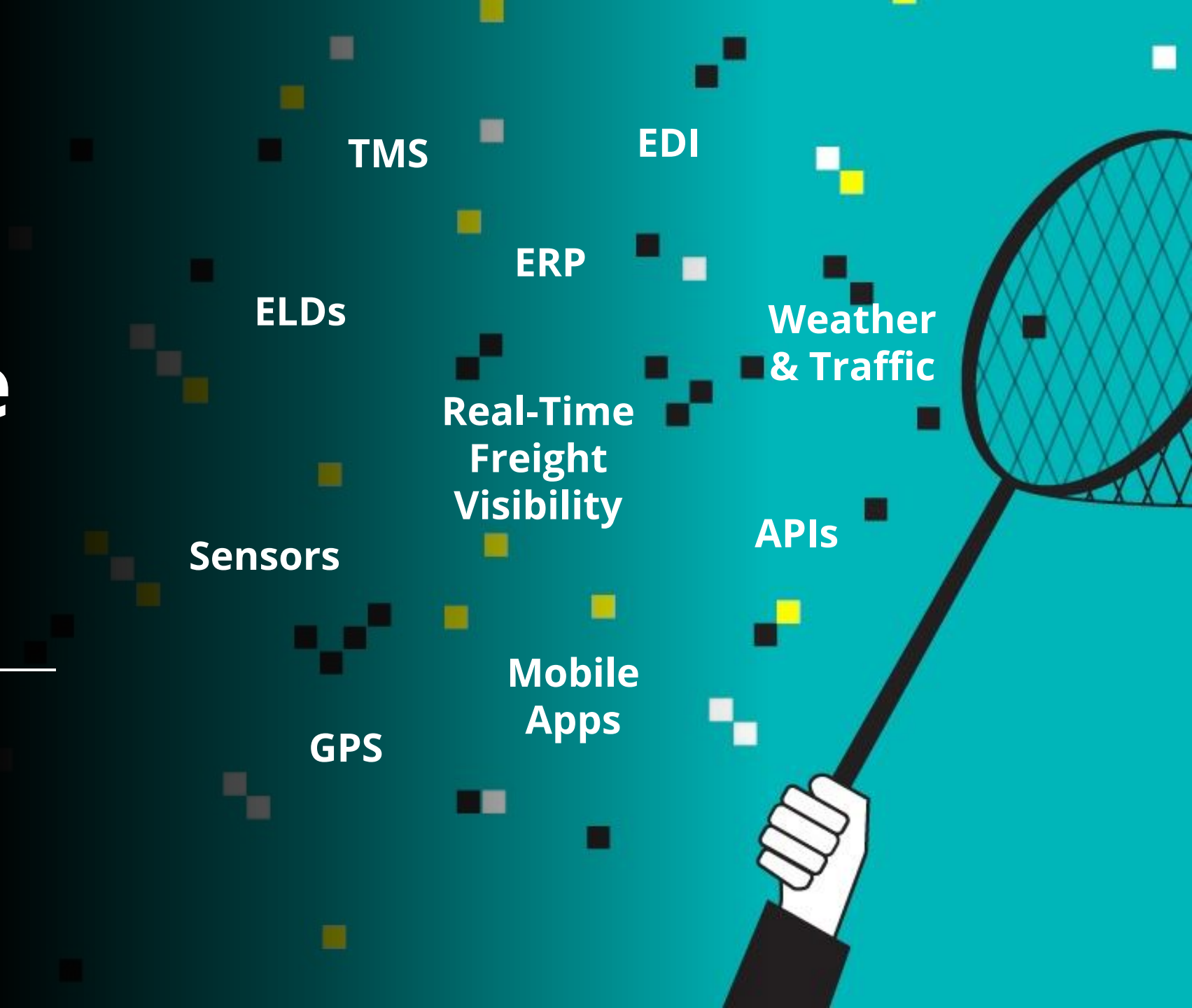




“In God we trust;
all others bring data.”

W. Edwards Deming

A Multitude of Data Sources

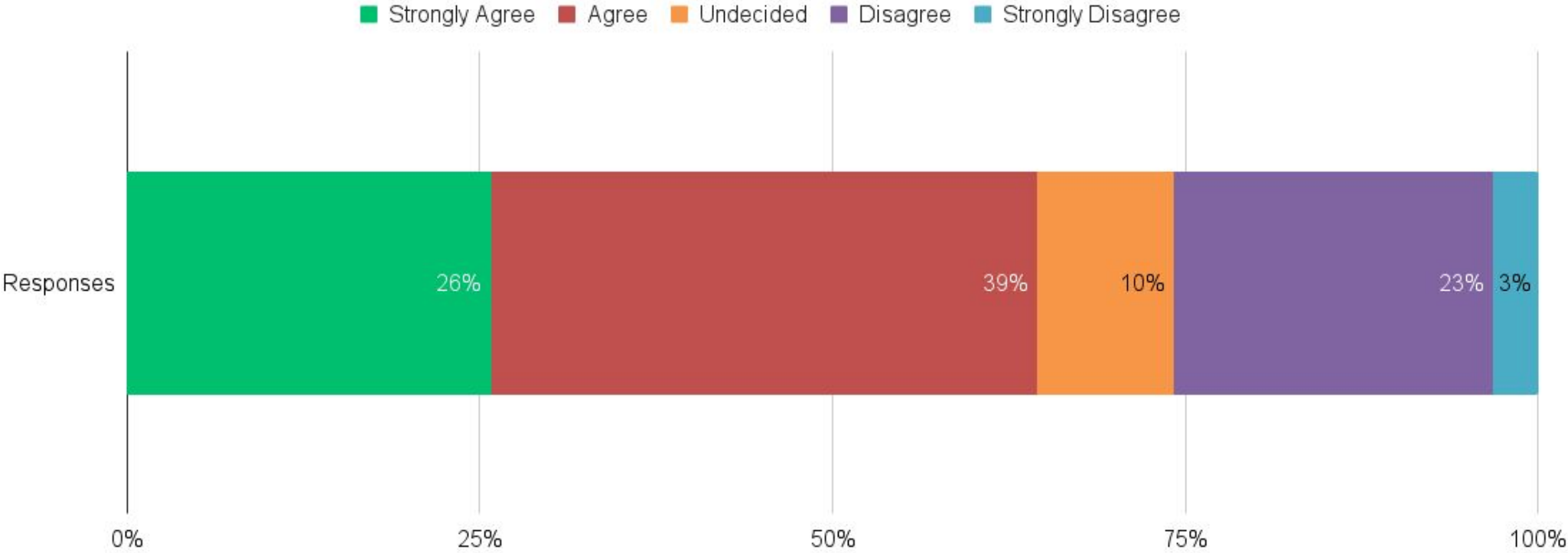


A hand is shown reaching out from a vast, swirling sea of binary code (0s and 1s) that fills the background. The scene is illuminated with a blue, ethereal light, creating a sense of being submerged in a digital ocean. The hand is positioned in the upper right quadrant, with fingers slightly curled as if grasping or searching for something. The binary code flows in concentric, wave-like patterns around the hand, suggesting a complex and overwhelming data environment.

**Drowning in
data but
starving for
insights.**

Starving for Insights in Logistics

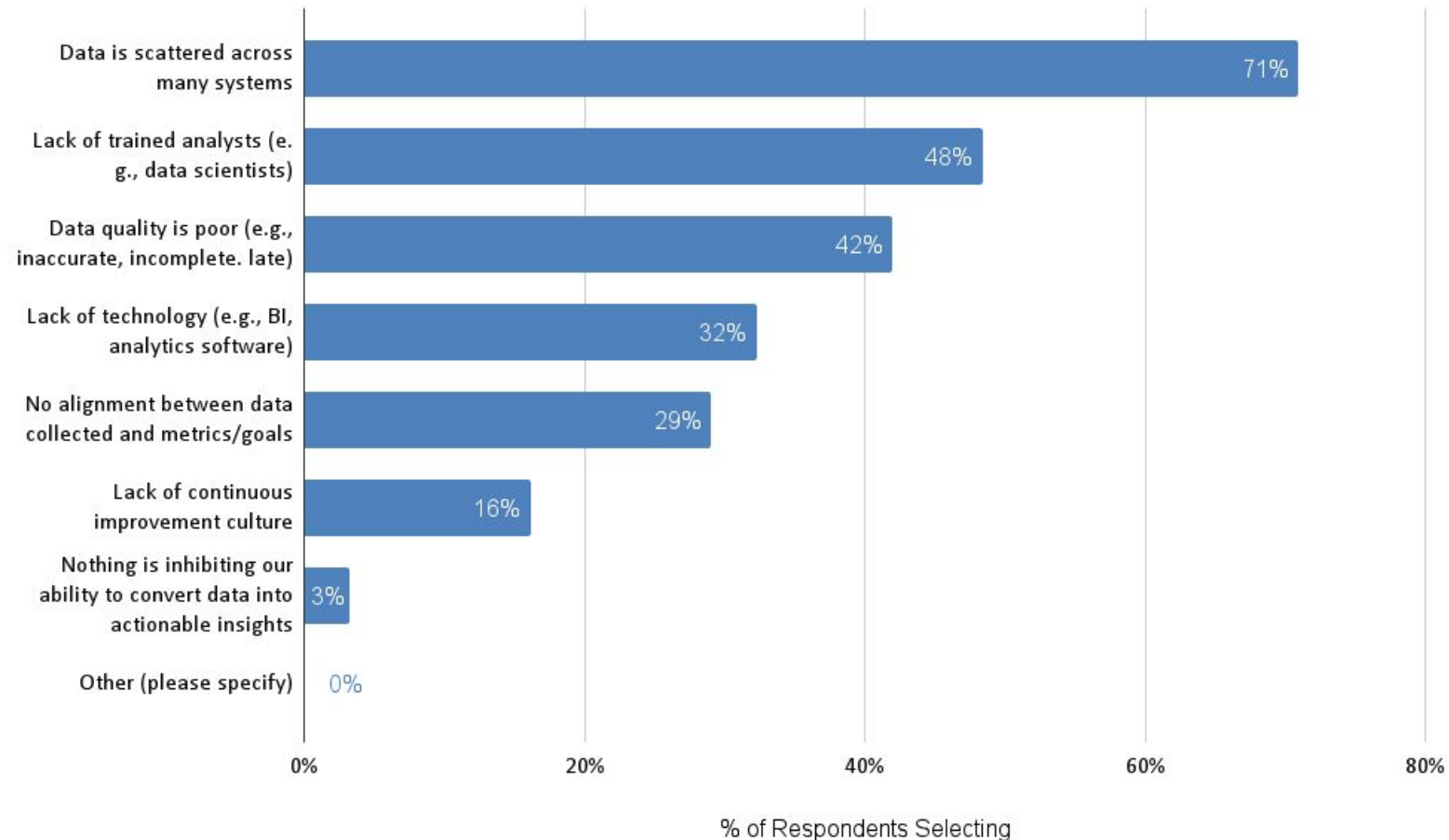
Do you agree with the statement "We are drowning in data, but starving for insights" as it relates to your transportation and logistics operations?



Source: Indago, "Leveraging Data in Transportation & Logistics," June 2021 (n=31)

Biggest Inhibiting Factors

What are the biggest factors inhibiting your ability to convert data into actionable insights? Select 1-3 factors.



Source: Indago, "Leveraging Data in Transportation & Logistics," June 2021 (n=31)

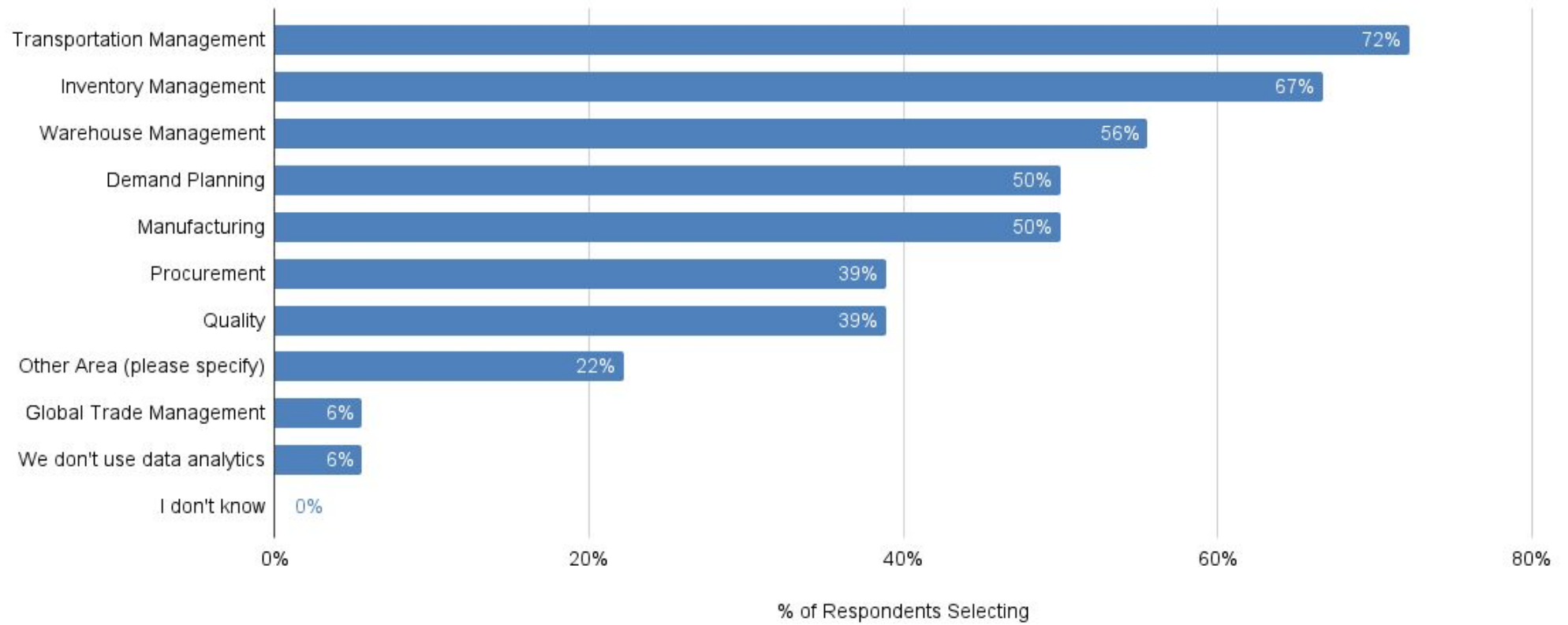
Indago Member Insights

“Transportation professionals are great at getting things done, but terrible at data science. We act based on experience and what we can see, rather than what data is telling us. A change towards data science will require investments in retraining seasoned professionals to meet the challenges of the future.”

“We do a lot of data reporting, but not as much data analysis/understanding. For example, charts and graphs with no indication of standard/target/goal, so while trends are obvious it is not easy to understand if current results are good or bad.”

Big Opportunities in Transportation

In what supply chain or logistics areas have you been able to utilize data analytics to implement the quickest change or improvement in your organization? Please select all that apply.



Source: Indago, "Data Analytics" October 2019 (n=18)

Indago Member Insights

“Using production schedules and routing maps, we've successfully eliminated one-off or solo, one-way routes into existing round trip routes, savings more than \$1M in full truckload costs in half a year.”

“In transportation we use data analytics to understand pricing and use that data to re-negotiate or change behaviors to lessen the expense. We also use data analytics to understand carrier performance and we take that data to them as part of our QBRs to help them improve their operations.”

Driving Value with Data in Transportation

- Procurement (strategic, spot)
- Performance Management (e.g., scorecards)
- Network Design
- Benchmarking
- Customer Experience (e.g., predictive ETA)

Fireside Chat

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Q+A



We Value Your Feedback

Please complete the session survey + help
shape future Trimble Supply Chain
in.sights series

JOIN THE LIVE WEBINAR

BEYOND BUZZWORDS: APPLYING AI AND MACHINE LEARNING TO TRANSPORTATION

Thursday, June 24th | 2:00- 3:00pm ET



Peter Covach



Chris Orban



David Dunst



Matt Mullins

