

HOW TO

Regain control
of your logistics
data with
transportation
orchestration



Position for agility

The role of logistics in modern companies is not only to support corporate strategy but also to enable it. This requires the ability to pivot at speed according to changing market conditions, which demands visibility of current operations as well as fast and accurate analytics related to complex logistics options. In the modern logistics environment, where processes may utilize a blended sourcing model comprising both insourced and outsourced logistics, supply chain leaders often struggle to capture and take advantage of the data necessary to rapidly validate all available options.

Creating the optimal logistics model to meet the challenges represented by the three C's—customer service, carbon, and cost—has moved beyond the capabilities of the disparate, inaccurate, and aggregated data typically found in spreadsheets. Enterprises today need modern transportation management solutions that allow comprehensive what-if modeling by leveraging the same detailed data that delivers end-to-end visibility and control of day-to-day logistics operations, enabling accurate and rapid evaluation of business-critical decisions.



Did you know?

In addition to the time spent managing multiple third-party logistics (3PL) providers, businesses face compatibility issues that make it difficult, expensive, or impossible for the various systems to “talk” to each other. Retrieving, delivering, and analyzing data often requires multiple steps.

- In a recent survey by the Chartered Institute of Logistics and Transport in the UK, **more than 45%** of respondents outsourced their transportation to five or more logistics providers.¹
- The “2021 Third-Party Logistics Study: State of Logistics Outsourcing Report” found that **82% of the Shipper respondents** viewed data and analytics as a critical factor in successful 3PL customer relationships.²
- “In the past a supply chain control tower tended to be focused more on handling transportation exceptions or orchestrating around exceptions rather than using true optimization to maximize service at the lowest cost.”³

¹ [Survey](#) by the Chartered Institute of Logistics and Transport.

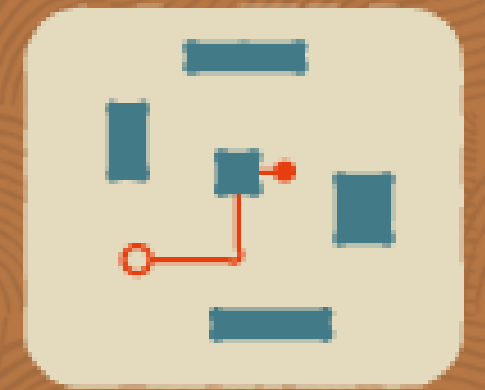
² 2021 Third-Party [Logistics Study](#): State of Logistics Outsourcing Report.

³ Steve Banker, “[2021 Supply Chain Technology Trends To Watch](#),” Forbes, December 2020.

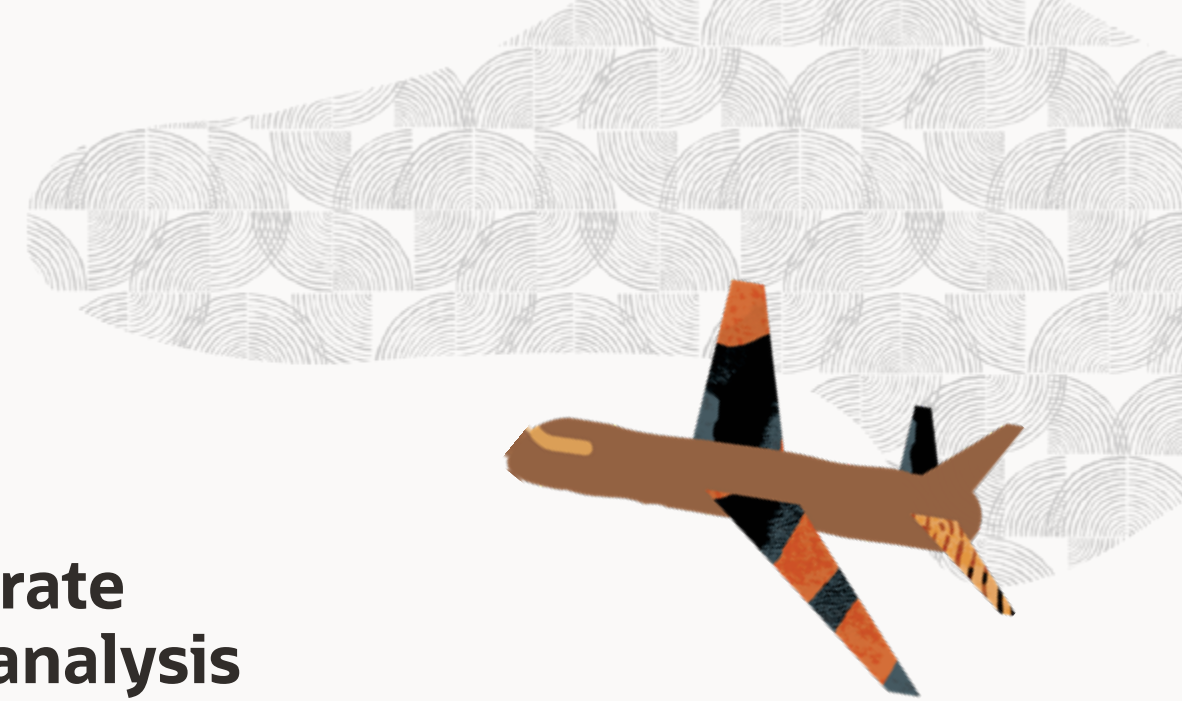


Ask yourself if any of the following scenarios apply

- ① Inability to validate the true cost and benefits of outsourcing transportation operations compared with managing them in-house
- ① Lack of transportation simulation methods to model options for resiliency and growth
- ① Struggle to model and measure the transportation options required to meet sustainability, social, and governance agendas
- ① Challenges when measuring the performance of logistics providers
- ① Inaccurate budgeting of transportation operations when faced with challenges such as supply-and-demand shifts, M&A activity, and corporate consolidation



What would success look like with modern transportation orchestration?



Seamless corporate transportation analysis

Use a single repository for accurate analysis and validation of corporate transportation spend—regardless of whether transportation is insourced, outsourced, or via a blended approach—as a step toward advanced transportation management.

Rapid and accurate evaluation of transportation options

Perform what-if scenario modeling that improves transportation planning efficiency, and validate outsourced carrier operations without disrupting daily operational transport planning.

Elimination of costly errors in transportation invoicing

Validate the accuracy of freight invoices by performing a 100% match against the transportation services delivered, regardless of whether planning is undertaken in-house or by logistics providers.

How Oracle can help you

- ✓ **Leverage logistics to make better business decisions**, validate outsourced services, and model your transportation network operations to deliver superior service at lower cost.
- ✓ **Support and enable corporate strategy and agility** via faster and more accurate modeling of transport by using a digital twin to simulate actual business outcomes.
- ✓ **Gain total cost control** by consolidating all transportation data together into a single platform to enable corporatewide reporting and analysis.

In the transportation and logistics market, the orchestration of all data sources is king.⁴

⁴ Make Everything Count - Why Orchestrating Data is key to future logistics improvements

ISG Research, September 2021



What steps should you consider to better position yourself for agility?



Identify where your current transportation data resides and determine how this data can be extracted into a usable format, whether it exists in internal systems or with your external 3PLs and other service providers.

Review current transportation metrics and KPIs to ensure these are consistent across the business and align with any planned corporate objectives in terms of cost, carbon, and customer service.

Evaluate your current logistics operations to pinpoint where you may be incurring high levels of cost or business challenges, such as excessive levels of maverick spend, poor customer service, or a lack of financial auditability.

To learn more about how you can make your transportation network future-ready by orchestrating your logistics operations, visit our Perfect Delivery page.

[Learn more](#)



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