

REASONS YOU NEED A CONTROL TOWER

TMS
Transportation
Management System

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The Big Three in Supply Chain



Visibility, Collaboration, Actionable Intelligence

If you're like most transportation or supply chain managers, you want to know what's where in your supply chain. You need the scale of visibility that will give you the agility and speed to overcome supply chain disruptions. By investing in supply chain control towers, you gain the edge you need to provide demand-driven supply chain excellence.

Technology remains a strategic imperative for supply chain organizations. In a recent Gartner survey, 61% of respondents say technology is a source of competitive advantage. Many also identify several emerging technologies as critical investment areas, with 20% investing in robotics.

"There are certain developments that drive further investments into technology, most notably labor constraints and the need for more agility," says Dwight Klappich, VP Analyst at Gartner. "Given today's volatile and disruptive environment, supply chain organizations must become more flexible, and the solution is digitalization." —Gartner

Let's take a look at what a control tower is and how it can help you improve your supply chain.

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What is a Supply Chain Control Tower?

A supply chain control tower is a centralized software platform that offers permission-based users end-to-end visibility or across just their portion of the supply chain.

In the past, supply chain towers mainly provided visibility to direct trading partners. However, with the development of customer-centric and more complex supply networks, advanced control towers now offer all stakeholders inside and outside capabilities that can go far beyond real-time visibility, collaboration, and decision support to AI decision-making and control.



Advanced control towers use AI and predictive analytics to detect any activity outside of established rules, such as time, and quickly offer an optimum solution, including preventive measures for the future.



Supply chain control tower software also provides a platform for collaboration between all parties involved in the supply chain. This collaboration can help to improve communication and coordination, leading to a more efficient and effective supply chain network.

There are many benefits of having a supply chain control tower, but the three most important are visibility, collaboration and actionable intelligence.

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End-to-End Visibility

One of the most significant benefits of a control tower is that it gives you visibility into every aspect of your supply chain. This is paramount to efficiency, including order entry, routing guide compliance, covering loads, rate confirmation, carrier acceptance, dispatching, and electronic data interchange. A good TMS will empower you to manage by exception, flagging shipments that will likely miss appointments due to weather, lane disruptions, or substandard carrier performance. Visibility allows insight into:

- ▶ **Inventory:** Know where inventory is located at all times across distribution centers and stores. Implement KPIs and event triggers for exception management.
- ▶ **WMS:** Integrate warehouse management systems with supplier inventories to expand product delivery.
- ▶ **Complexity:** Reduce the complexity of your supply chain so that you can manage by exception.
- ▶ **Geographics:** Perform geographic analysis to determine geographic regions exposed to natural hazards or security risks.

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Improved Collaboration

Supply chain transparency brings collaboration (or lack of it) to the forefront. It provides process automation and collaboration between all supply chain partners on a single platform with a centralized control tower. In addition to keeping you in control over all supply chain activities, control tower capabilities allow carriers, suppliers, and customers to collaborate on solving issues while the optimized supply chain activities can continue functioning business-as-usual.

When you have visibility into your collaboration operations:

- You can identify potential issues early
- Develop contingency plans
- Work together to find long-term solutions

This collaboration will improve the quality of your products and services and improve customer satisfaction in the long run.

Finally, improved collaboration can lead to better decision-making. When you have visibility into every aspect of your supply chain, you can identify issues early and work together to find solutions.

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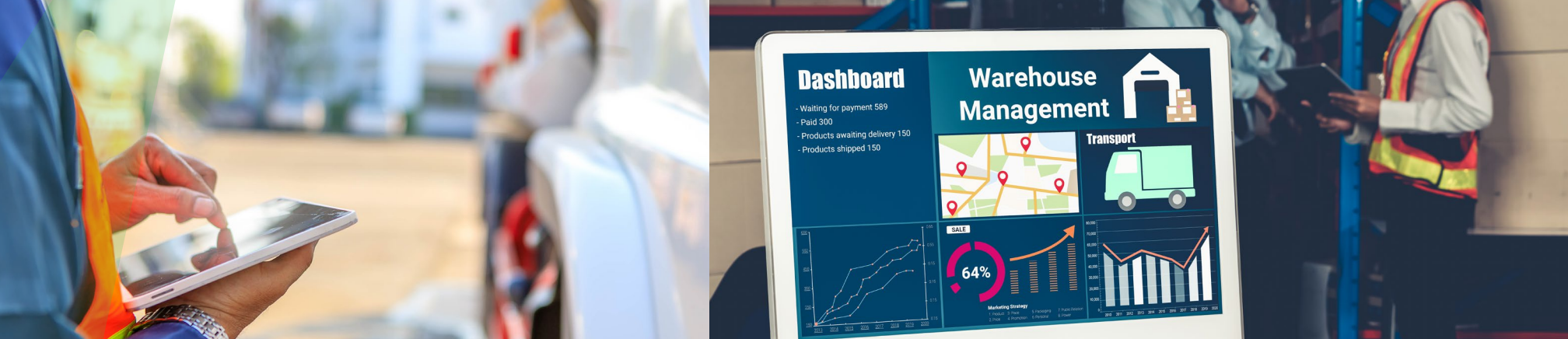
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Actionable Intelligence

A supply chain control tower provides you with useful information that can help guide your decision-making process. This intelligence allows you to make data-based decisions about your supply chain.

Your control tower can flag exceptions and their root cause and propose solutions in real-time using the power of data and predictive analytics. In other words, it delivers the ability to see what is happening in real-time, brainstorm among the team, and change your supply chain tactics to win. As a result, your teams can work smarter, not harder. Companies that have developed data-driven supply chain strategies are working with clear answers to what is happening in the supply chain and are better equipped to make better business decisions: actionable intelligence.

Your network is brimming with KPIs and evidence-based data for continuous improvement, cost reduction, and strategic execution by leveraging this actionable intelligence.

**Supply chain intelligence can help you identify risks and issues early to take corrective action.
Early detection can save your business time and money.**

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What makes **Wavepoint 3PL** a better solution?

If you're looking to improve the visibility of your supply chain and make informed decisions about your operations, a control tower is a valuable tool. Moreover, it's an investment that can pay off in the long run and take your business to the next level.

Talk to Wavepoint 3PL to discuss how a control tower can be customized to your specific visibility challenges.

Wavepoint 3PL is your flexible logistic services provider for streamlined solutions from LTL and truckload services through an asset-based fleet; warehouse and inventory management in food grade facilities; and technology-enabled omnichannel fulfillment services, among other value-added offerings.

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Ready for change? Connect with the Wavepoint 3PL team today.

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