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Emerging tech tops shippers' wish list

Supply chain technologies are top of mind for shippers and third-party logistics service providers (3PLs). According to the 2024 Third-Party Logistics Study, conducted by NTT Data Services, Pennsylvania State University, and Penske Logistics, 87% of shippers and 94% of 3PLs agree that adopting emerging supply chain technologies is critical to their company's future growth. To meet those high expectations, providers are continuously working to boost their technological capabilities. Here's a look at what solutions shippers and 3PLs are exploring and why.



Technologies with the greatest potential benefits

Shippers

3PLs

33% 74%

Advanced predictive analytics

15% 11%

Blockchain

22% 24%

Indoor autonomous vehicles/robots

<mark>6%</mark> 11%

Outdoor autonomous vehicles

13% 13% Industrial IoT ("smart" facilities)

13% 9%

On-demand packaging

19% 11%

RFID and other advanced sensors

44%		48%	
Supply chain control towers			
15%	22%		
Supply chain digital twins			
22%	16%		
Unified e-commerce platforms			
<mark>4</mark> % 11			
Virtual and augmented reality			
39%		52%	
Warehouse automation and robotics			
15%	32%		
Wearables and mobile technology			
<mark>0% 6</mark> %			
Other			

Both shippers and 3PLs agree that advanced technologies hold significant potential for their organizations, yet their priorities vary depending on their specific needs and goals. Interestingly, 74% of 3PLs feel using predictive analytics holds the greatest potential to mitigate supply chain disruptions—compared to only 33% of shippers. By contrast, the two parties are closely aligned on the potential of supply chain control towers—44% of shippers and 48% of 3PLs feel this technology can help them collaborate more effectively.