

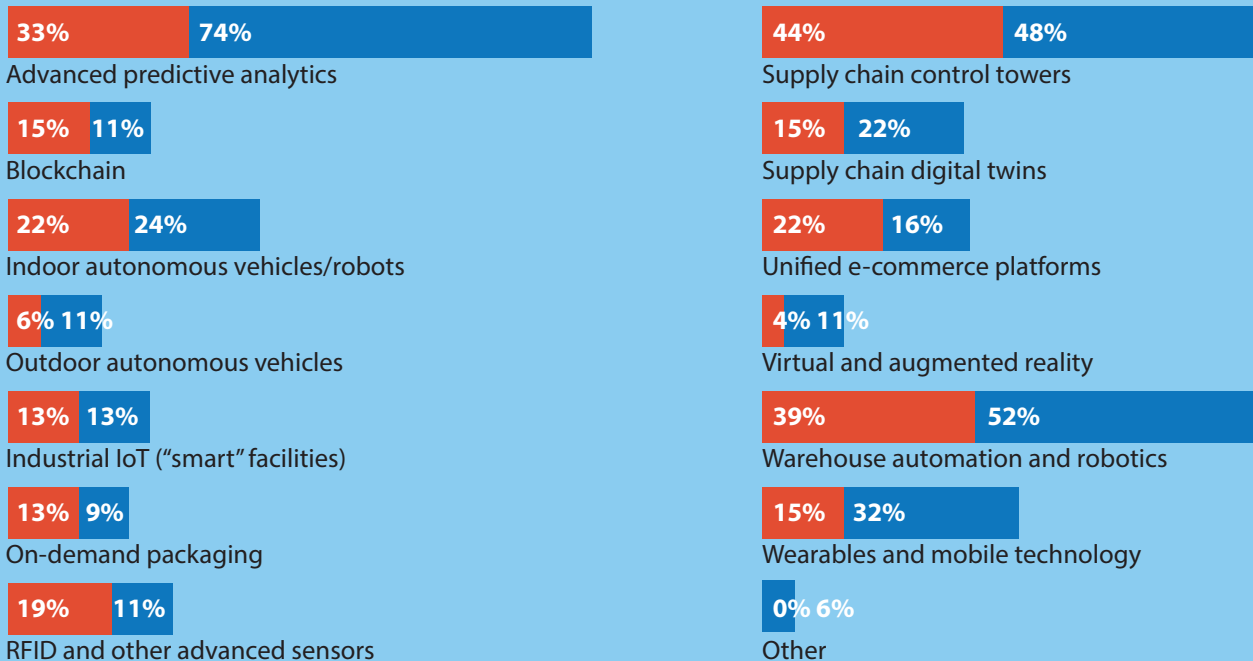
Emerging tech tops shippers' wish list

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



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.