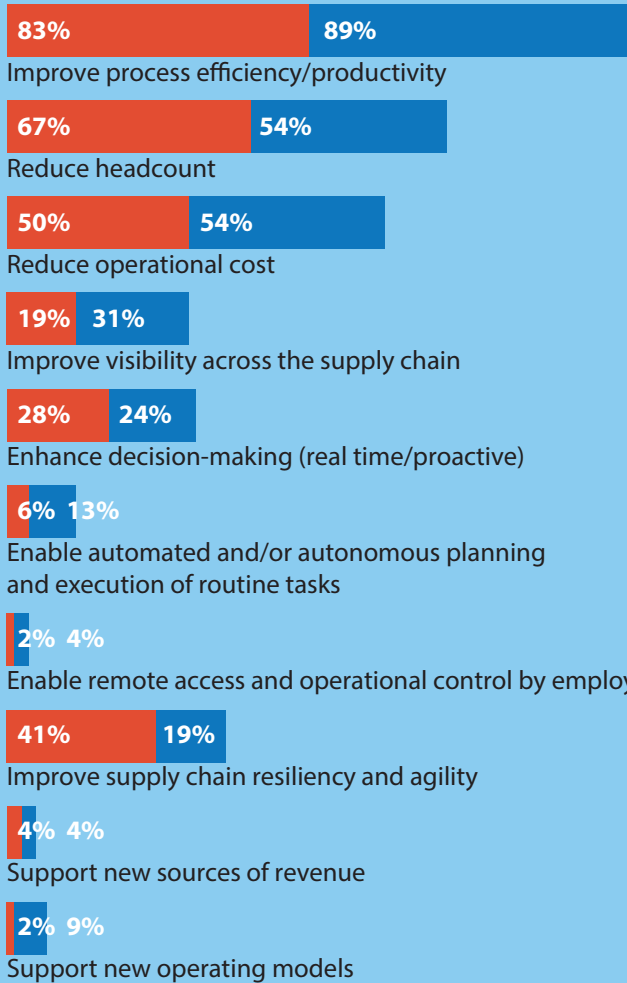


Top drivers behind tech investment

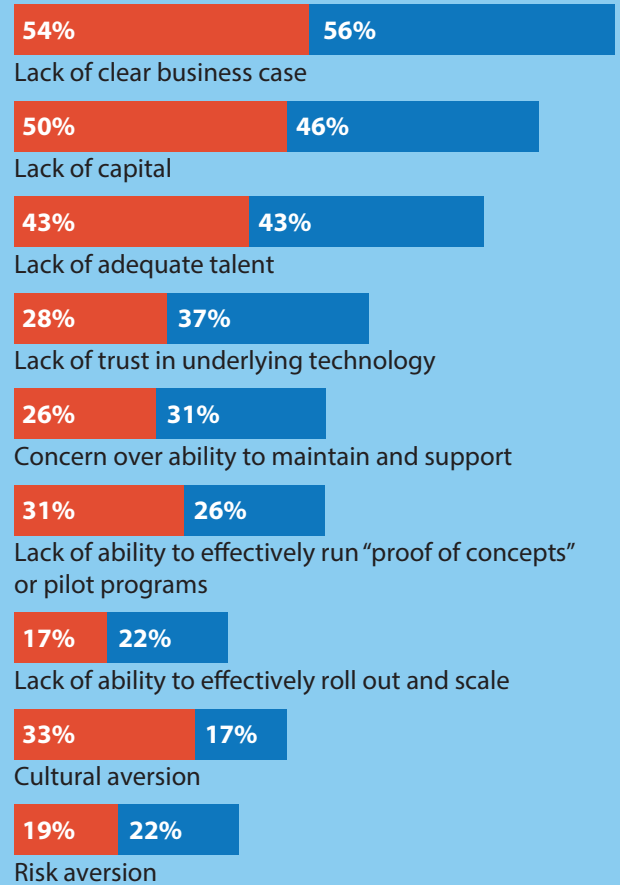
Shippers 3PLs (Respondents could select up to three choices)



Shippers and 3PLs were aligned on their top reasons for investing in technology—to improve process efficiency and productivity, reduce operational costs, and increase visibility across the supply chain.

Barriers to technology adoption

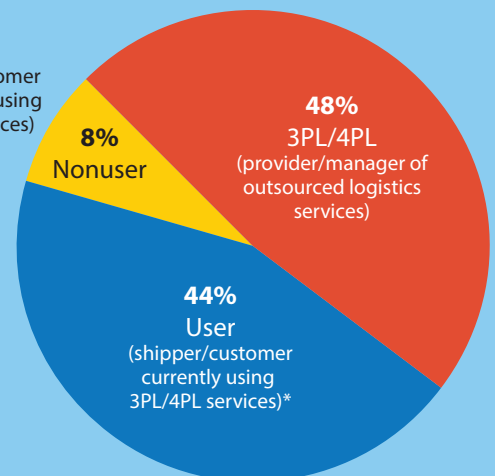
Shippers 3PLs



When asked what’s preventing them from adopting technology, both sets of respondents cited the lack of a clear business case, lack of capital, and lack of adequate talent.

Survey respondents by user type

(shipper/customer not currently using 3PL/4PL services)



*Shipper respondents are typically senior managers, directors, and vice presidents and above from a mixture of different industries

ABOUT THE STUDY:
The annual “Third-Party Logistics Study” is produced through a partnership between NTT Data Services, Pennsylvania State University, and Penske Logistics. To download a PDF of the full 2024 study report, visit cscmp.org and click on “Third-Party Logistics Study” under the Resources tab.

