Top drivers behind tech investment

Shippers 3PLs

Ls (Respondents could select up to three choices)

83%	<mark>89</mark> %	
Improve process	s efficiency/produ	ctivity
67%	54%	
Reduce headcou	int	
50%	54%	
Reduce operatio	nal cost	•
19% 31%		
Improve visibilit	y across the suppl	y chain
28% 24%		
Enhance decisio	n-making (real tin	ne/proactive)
<mark>6%</mark> 13%		
Enable automate	ed and/or autono	mous planning
and execution of	f routine tasks	
<mark>2% 4%</mark>		
Enable remote a	ccess and operati	onal control by employ
41% 19	%	

Improve supply chain resiliency and agility



Support new sources of revenue



Support new operating models

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

54%		5	56%
Lack of	clear busines	s case	
50 %		469	%
Lack of o	capital		
43%		43%	
Lack of a	adequate tale	ent	
28%	37%		
Lack of t	rust in under	rlying te	chnology
26%	31%		
Concerr	over ability	to main	tain and support
31%	26%		
	· · · · · · · · · · · · · · · · · · ·	ctively r	un "proof of concepts
or pilot	programs		
17%	22%		
Lack of a	ability to effe	ctively r	oll out and scale
33%	17%	6	
Cultural	aversion		

19% 22%

Risk aversion

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



vees