

# IDC Manufacturing Insights: Real Time Service Excellence (Transportation & Logistics)

Strategic Priorities	Programs	Use Cases					
<b>Customer Service &amp; Collaboration</b> 	Customer & Consumer Engagement	Intelligent Operational Efficiency Capture	Consumer Digital Assistant	Dynamic Capacity Balancing	Sustainability Metrics & Transparency		
	Iterative Innovation	Customer (B2B) Portals	Consumer (B2C) Portals	Supplier Portals	Advanced Digital Simulation		
	Service Excellence	Dynamic Rate Shop	Real Time Invoice Match and Discounts	Dynamic Real Time Carrier Performance	Digital Procurement Assistant	Logistics Resiliency	
<b>Real Time Supply Chain</b> 	Digital Operations	Automated Enabled Call-Offs to SLA & Contract	Sourcing Intelligence	Digital Brokers	Intelligent Market Analysis	Generative AI	
	Visibility & Risk Management	Real Time Digital Dashboards & Metrics	Predictive Shipment Tracking	Lot Lineage	Iterative Exception Management	Prescriptive Shipment Intervention	
	Global Trade & Regulatory Compliance	Global Trade Automation	Transportation Digital Assistant				
<b>Asset &amp; Resource Management</b> 	People Assets	Driver Monitoring	Active Driver Assignment	Driver/A.V. Optimization			
	Fixed & Mobile Assets	Predictive Maintenance	Dynamic Fleet Optimization	Routing & Mode Optimization	Container or Packaging Optimization	Autonomous Robot Last-Mile Delivery	Autonomous Long-haul Trucking
	Digital Assets	Mobile Assets for Innovative Real-Time Services	Distributed Transportation Management	Configured Workflows	Cold Chain Management		
<b>Value Added Services</b> 	Direct to Consumer	Managed Transportation (4PL)	Network Digital Assistant	Same Day Last-Mile Delivery	Click-and-Collect Last-Mile Digital Platform		
	Mobile Services	Merge in Transit	Co-Loading	Advanced Enterprise Reverse Logistics Execution			
	Fixed Services	Light Digital Manufacturing	Kitting & Product Configuration	Iterative Product Recycling			

# Real Time Service Excellence (T&L) Digital Roadmap

