Visibility, Speed, and Agility

Technology outlook for near-real-time data in the Transportation and Logistics industry

Your cargo is valuable to your business and to your customers, who rely on you to ship it on time and in one piece. Using M2M technologies to determine not only its location but also its environment at any given moment can give you a whole new degree of control – and new business opportunities.

Our survey said…*

#1 challenge in the supply chain

9 out of 10 transport and logistics firms say real-time operational visibility is important to their business.

Within the next three years 60% plan to deploy M2M solutions for:

- near real-time monitoring
- data collection
- operational visibility

The primary drivers of interest in M2M for transportation and logistics are:

- 30% to provide customers with more frequent updates on pick-up and delivery
- 24% to improve speed and efficiency of operations
- 37% to improve customer service with better information
- 44% loss and theft prevention
- 27% temperature
- 17% other sensors

Increasingly organizations are expanding the application of end-to-end visibility technology beyond location information to include sensors that communicate the condition of cargo. Top priorities for greater insight include:

Shipping valuable assets is your job. Keeping you in control is ours.

*Survey transport study May 2014

**M2M was leading service provider in Automobiles, Transportation, and Distribution (Cynapsus Intelligence 2014 A List Awards)
© 2014 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property

If you’re interested in the topics covered by this infographic, and would like to learn more about AT&T solutions that enhance your visibility, speed, and agility in managing cargo shipped around the globe, contact us at att.com/cargoview.