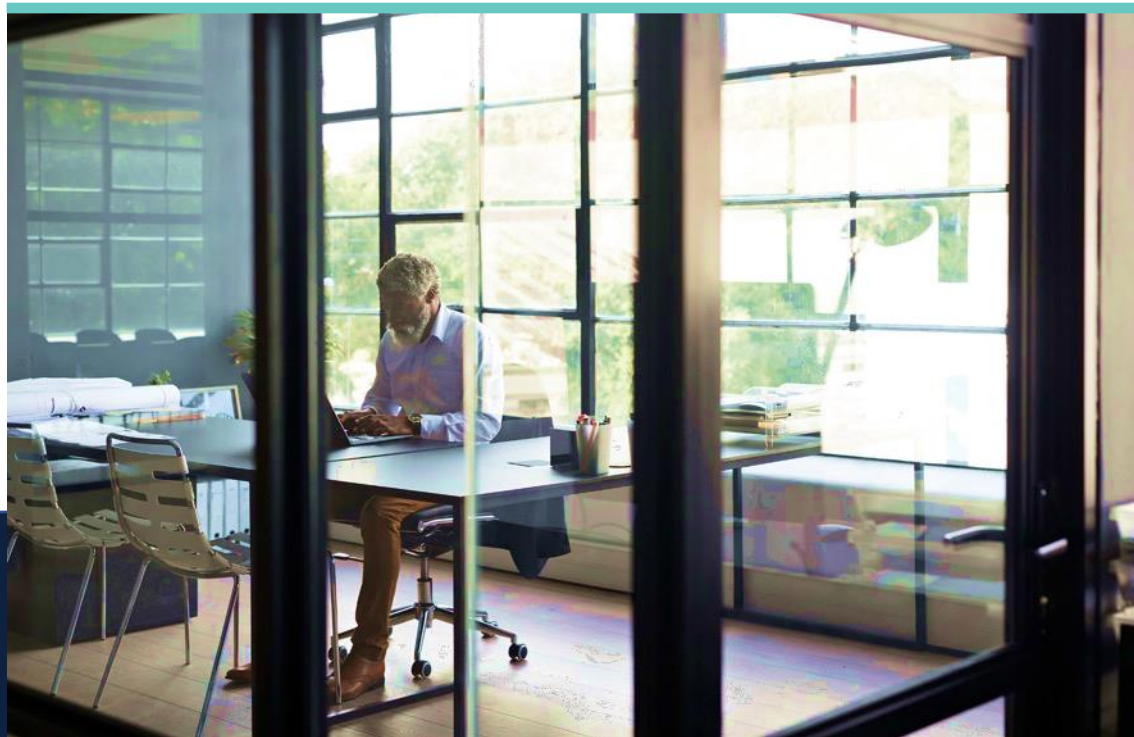




TRENDS IN SUPPLY CHAIN AUTOMATION AND ACCELERATION

SUMMARY RESULTS



DECEMBER 2024

WHO DID WE SURVEY?



Between May and November 2024, Gatepoint Research invited selected executives to participate in a survey themed *Trends in Supply Chain Automation and Acceleration*.

Candidates from several industries were invited via email and 120 executives have participated to date.

Management levels represented are all senior decision-makers: 51% hold the title CxO or are VPs, 32% are directors, and 17% are senior or department managers.

100% of responders participated voluntarily; none were engaged using telemarketing.

EXECUTIVE SUMMARY

The survey highlights key trends shaping how organizations are modernizing their supply chains to meet evolving market demands.

Modernization Priorities

- Respondents have identified critical priorities to enhance logistics operations: 74% prioritize cost reduction, two-thirds aim to reduce manual processes, and over half focus on employee satisfaction, order accuracy, and customer responsiveness as essential to success.

Cost Escalation Challenges

- Manual processes continue to hinder efficiency for more than half of respondents. Additionally, high transportation costs and legacy system maintenance expenses are major concerns, presenting significant barriers to achieving organizational goals.

Advancing Automation with AI and ML

- Organizations are adopting automation technologies, including Warehouse Management Systems (WMS), Order Management Systems (OMS), and Transportation Management Systems (TMS). Many are also launching advanced initiatives in artificial intelligence (AI), machine learning (ML), and robotics to further streamline operations and drive innovation.

EXECUTIVE SUMMARY

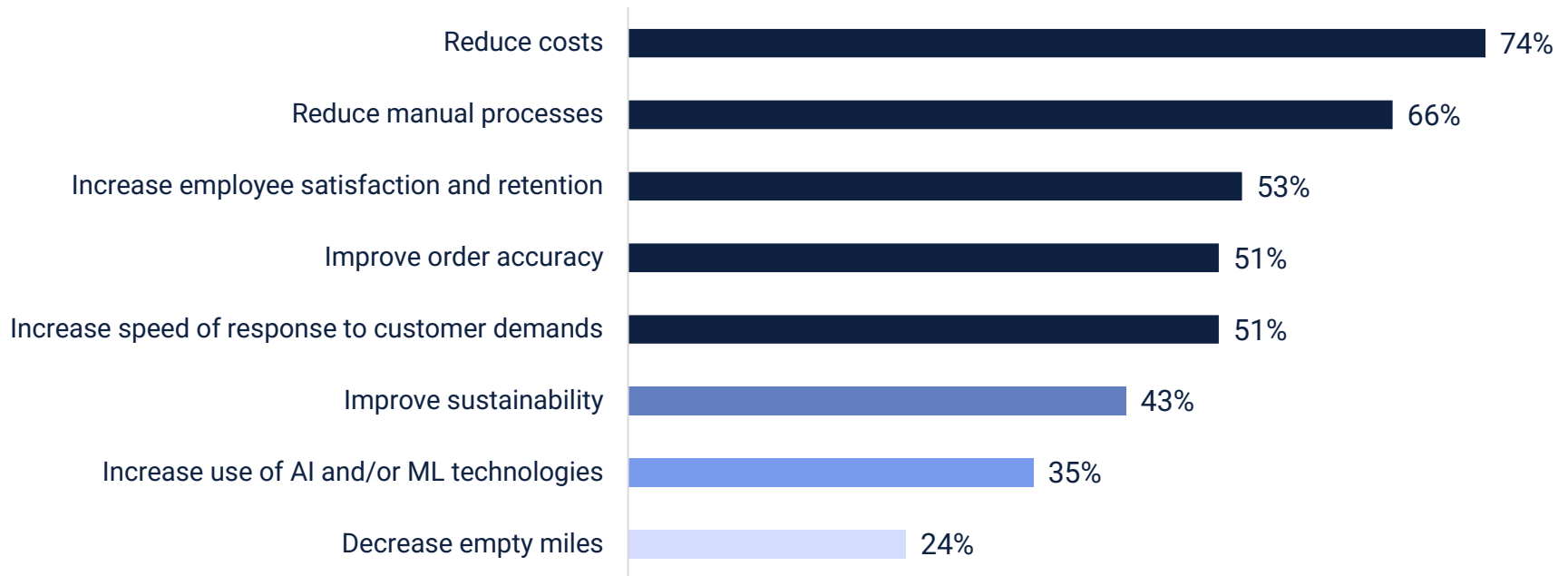
Transforming the Supply Chain

- Respondents emphasize key benefits of modernizing supply chain technology, including improvements in order management, system visibility, route and load optimization, and customer service. However, they also express concerns about upfront costs and organizational resistance to change as barriers to adoption.
- Ultimately, cost reduction and return on investment (ROI) emerge as the most compelling drivers for technology upgrades. Additional motivating factors include automation of manual processes and enhanced customer service. These findings highlight the need for organizations to balance innovation with strategic planning to overcome challenges and unlock the full potential of supply chain modernization.

The survey asked respondents to address:

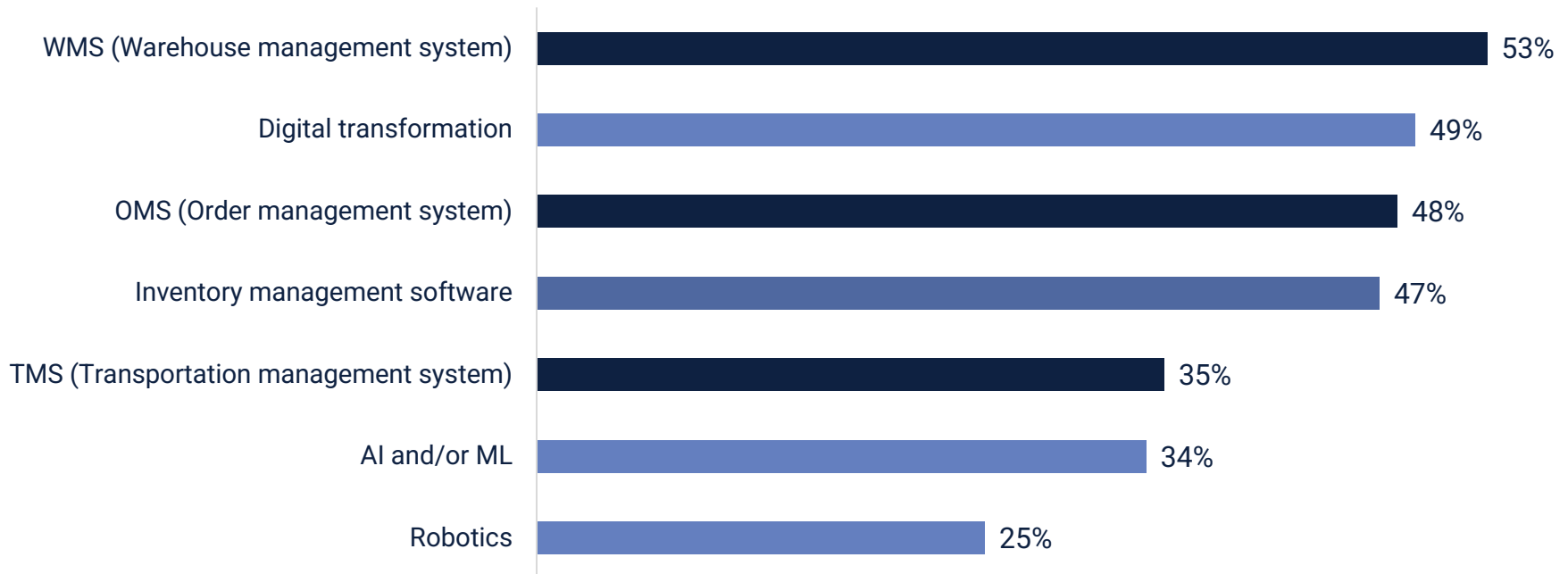
- What initiatives have you implemented to meet your logistics goals?
- What risks are associated with retaining legacy systems?
- What arguments would trigger investment in advanced technology?

What logistics goals have you put in place to stay competitive, enhance profitability, and drive customer focus?



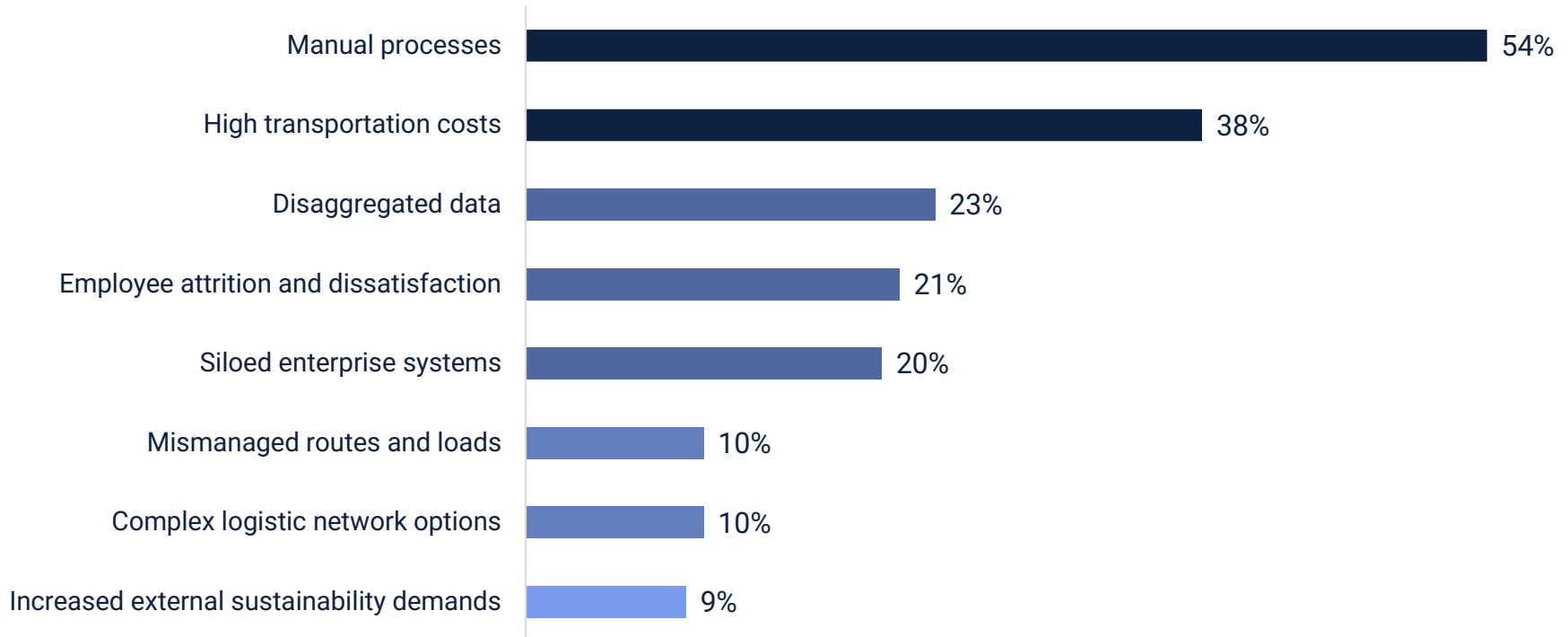
The majority of respondents' goal statements reflect a holistic approach to improving the company logistics picture: 74% cite cost reduction; two-thirds will reduce manual processes; more than half believe increasing employee satisfaction, improving order accuracy, and reacting more quickly to customer demands are the keys to success.

What tools have you deployed to improve your level of supply chain automation?



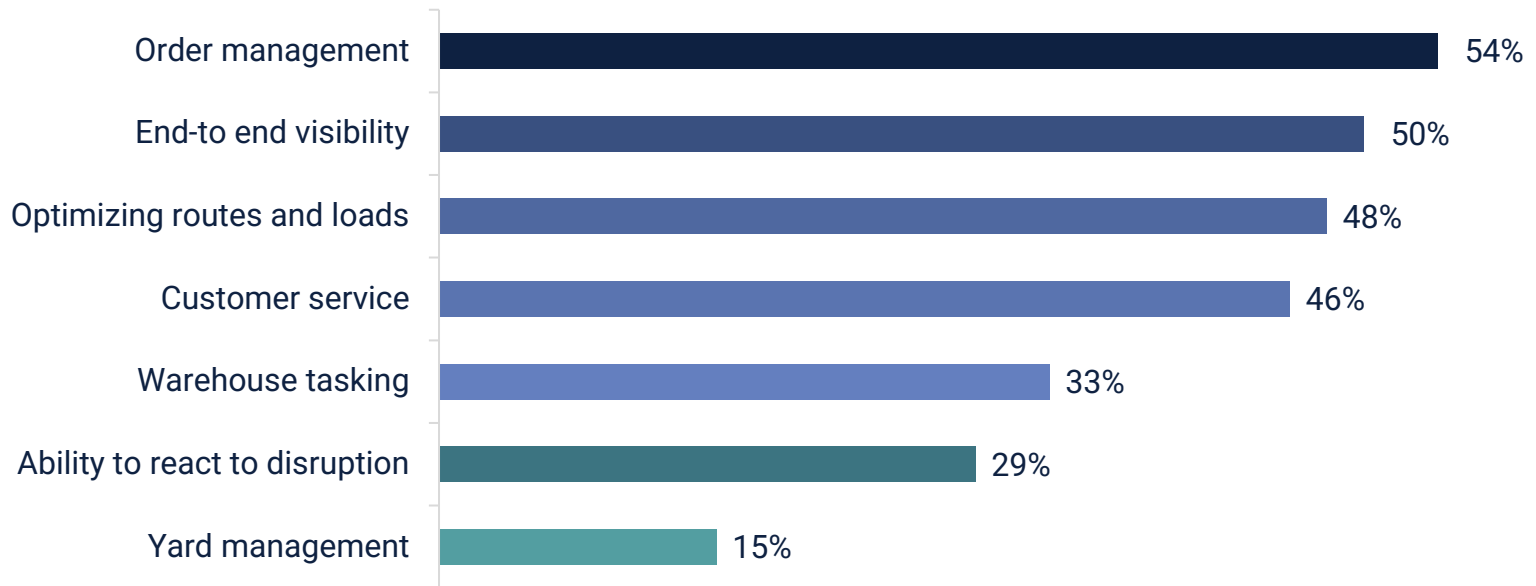
Respondents have enhanced supply chain operations by adopting various automation technologies, including WMS, OMS, and TMS systems. Approximately half have completed a digital transformation of their supply chains, while 47% have implemented inventory management software. Many are also pursuing initiatives involving AI, ML, and robotics to further optimize processes.

What logistics challenges have become increasingly prevalent for your organization?



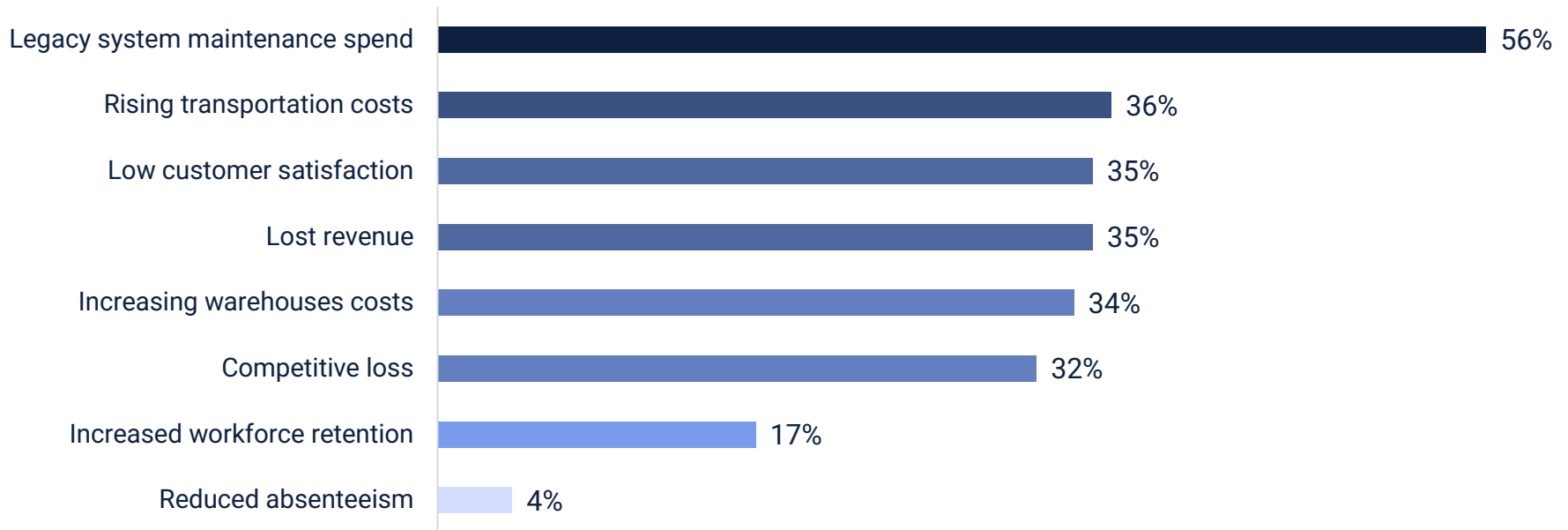
Two business challenges stand out as increasingly more common for logistics organizations: More than half of respondents cite manual processes, and 38% say their transportation costs are high.

In which areas could the strategic implementation of advanced technologies such as AI and ML significantly enhance your business's success?



Respondents' top four benefits of implementing advanced technologies include the belief that AI and ML would improve order management, provide better system wide visibility, increase route and load optimization, and positively impact customer service.

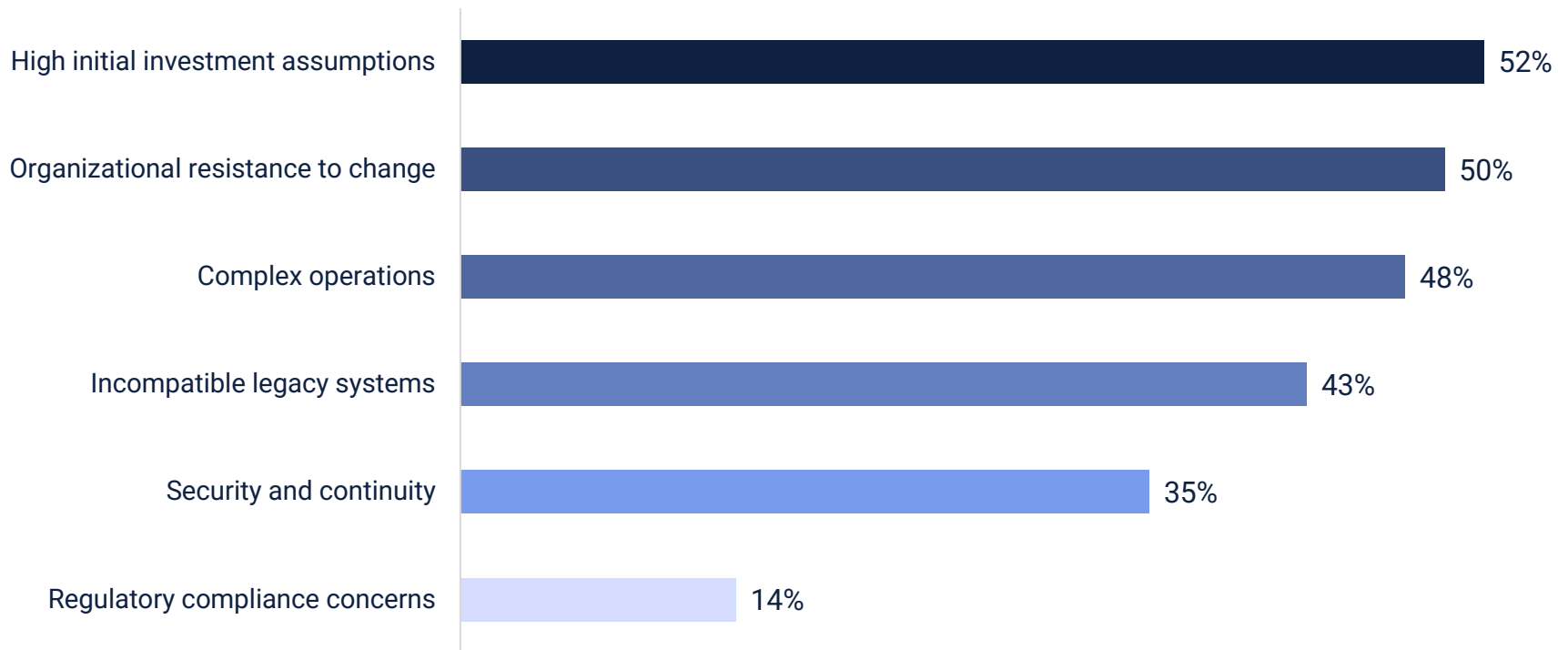
What are the top potential consequences or risks of maintaining your current tech stack without upgrading or integrating advanced technology?



With three-fourths of respondents identifying cost reduction as their top priority, it is unsurprising that legacy system expenses pose the greatest risk for organizations that delay modernization. Additionally, 36% of customers are concerned about rising transportation costs. Respondents also express concerns about potential negative impacts to customer satisfaction, revenue, warehouse expenses, and overall competitiveness.

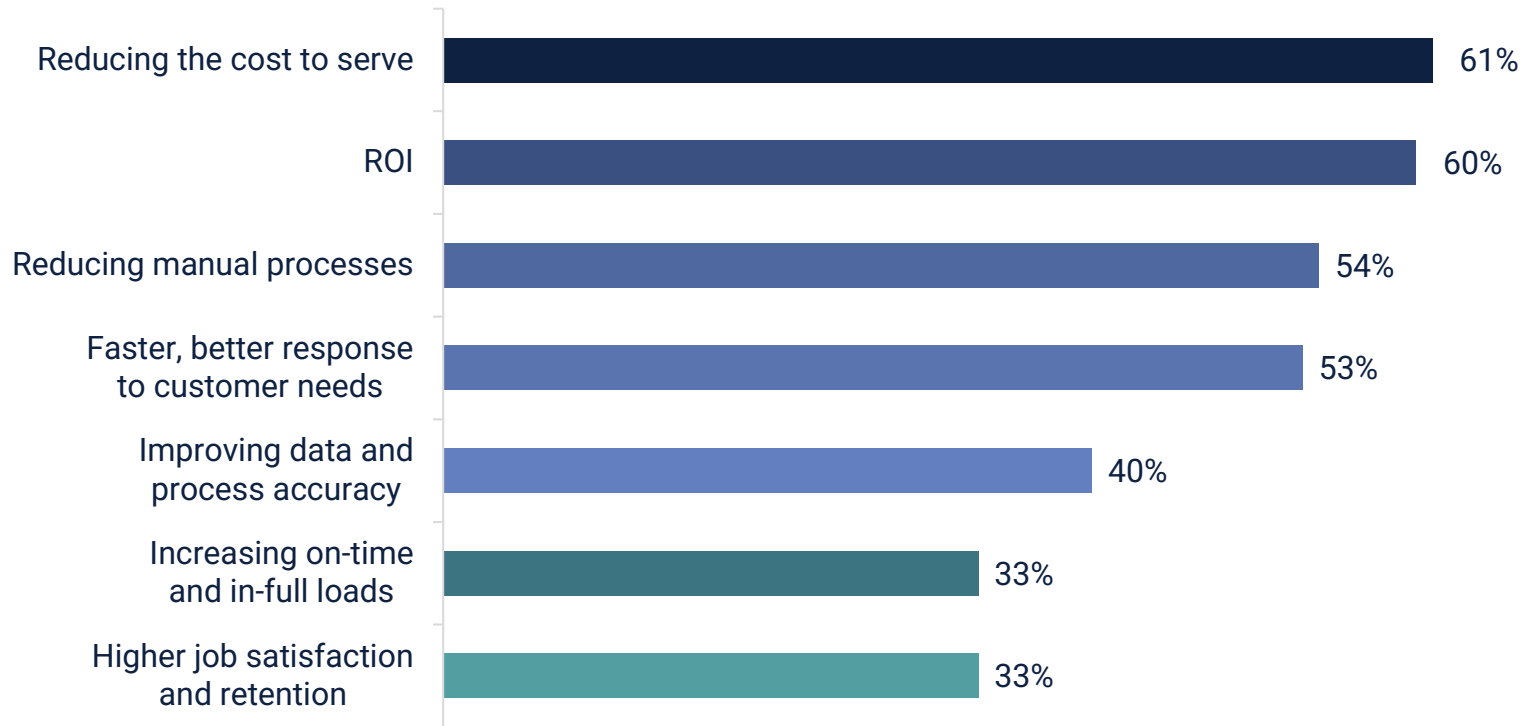
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What are the barriers to increasing automation in your order-to-delivery process?



Half or more respondents assume the initial investment and/or their organization's resistance to change would present significant barriers to increasing automation. Others say their operations are too complex, systems don't work well together, they worry about security and continuity and regulatory compliance issues.

What arguments would trigger a company decision to invest in supply chain execution technology?

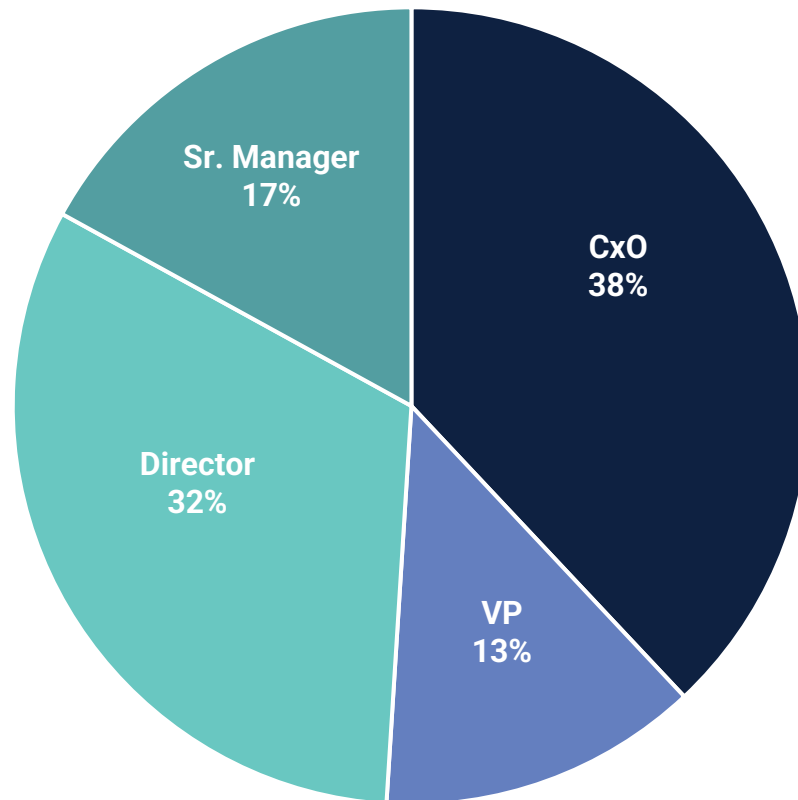


Cost reduction and ROI rise to the top of respondents' best arguments for investing in supply chain technology improvements. Other projected outcomes that would strongly support a "go" decision are reduction of manual processes and improved customer service.

JOB LEVEL



83% of respondents to this survey hold executive or director-level positions in their organization.





About the Company

Blue Yonder is the world leader in digital supply chain transformation. Retailers, manufacturers and logistics service providers worldwide rely on Blue Yonder to optimize and accelerate their supply chain from planning through fulfillment, delivery, and returns. Blue Yonder's AI-driven supply chain platform and multi-enterprise, multi-tier network enable more accurate forecasting and dynamic management of capacity, inventory and transport. Blue Yonder helps businesses navigate modern supply chain complexity and volatility with more resilient, sustainable supply chains to delight customers, scale profitably, and run flawlessly.

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