

AI and the Impact It Will Have on Shippers

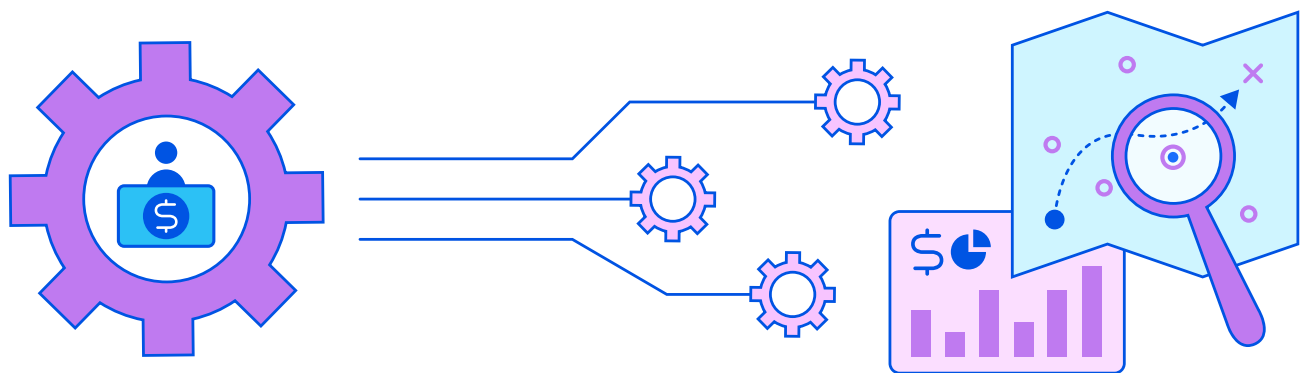


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According to Forbes, 25% of the US total GDP is managed by the shipping industry and 40% of all U.S. inbound cargo is handled at the Port of Los Angeles (America's Port) and the Port of Long Beach. When it comes to shipping, operational efficiency is paramount for these ports, as delays could cause a domino effect in the distribution process and disrupt the entire supply chain. There is no room for error.

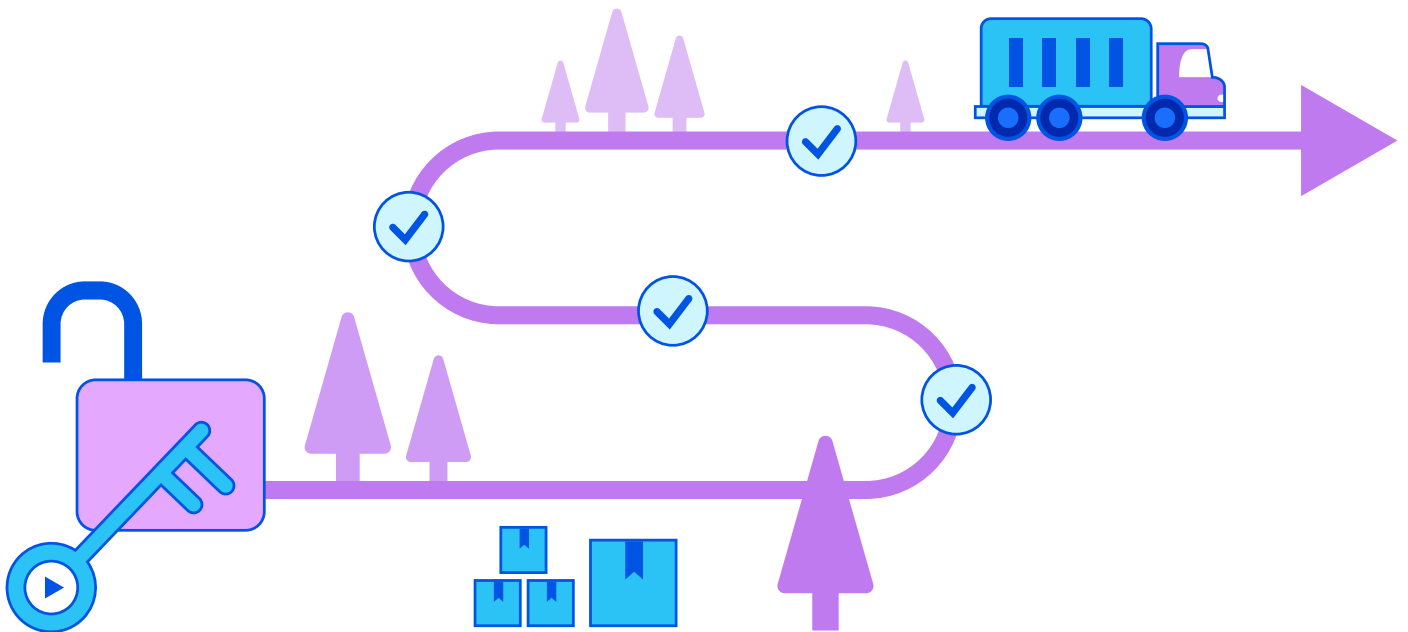


Leverage AI to streamline and scale shipping

Rapid developments in digital technologies have transformed the business and the operational landscapes of how all industries approach shipping. By embracing and adopting technology and specialized tools, companies have the power to turn complexities into advantages.

3 ways AI will transform shipping

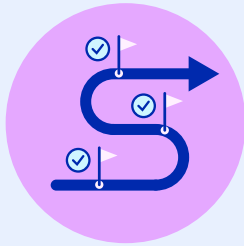
1. AI enables freight operators to harness data more effectively, providing insights that lead to better decision-making and more efficient action.
2. AI-powered systems in conjunction with other digital technologies utilize data to anticipate events for freight operators, aid them in risk mitigation, and help create innovative ways to better track containers, manage trade flow and coordinate driver assignments.
3. Machine learning algorithms and predictive intelligence powered by AI can unlock efficient processes that will help shipments reach their final destinations in a timely manner.



Common challenges shippers face and how AI can help mitigate

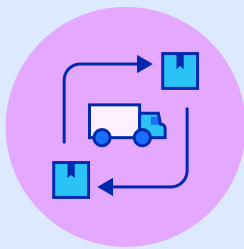
AI and specialized technology can help shippers mitigate commonplace risks. Below are common industry challenges and how the implementation of AI can help suppliers avoid these issues. **Which of these problems does YOUR company face?**

Problem	Solution
 <p data-bbox="367 1115 699 1146">Managing capacity issues</p>	<p data-bbox="846 821 1325 1205">AI can help maximize the time trucks have at a port, ensuring truckers can complete dual transactions and not miss appointments. The leave-one (container), take-one (container) approach helps with terminal capacity issues and chassis utilization so that no driver leaves a port with a bare chassis. Optimizing the in-and-out traffic at ports and eliminating empty truck bed routes not only ensures improved productivity in keeping shipments in motion, it also benefits the environment.</p>
 <p data-bbox="310 1686 758 1787">Greater trade flow and increasingly dense fleet population in freight transportation</p>	<p data-bbox="846 1392 1341 1633">Using AI to spot patterns in the logistics supply chain offers valuable insights and predictions to improve efficiency in the movement of goods. AI brings changes to the supply chain with autonomous vehicles, helping fleet operators reduce operating costs and fuel consumption while optimizing routes for service.</p>



Tracking containers

AI can help prioritize which containers should be taken off the ship first, such as those filled with perishable goods or that have guaranteed one-day shipping. Through data analysis and deep learning techniques, AI provides container tracking that is more reliable compared to tracking by human operators. It can help best optimize container movement from the start of the supply chain.



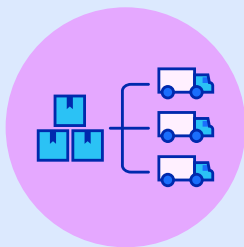
Chassis shortages

AI can be used to improve chassis utilization rates and guarantee dual transactions. An AI-enabled port ecosystem will benefit shipping enterprises by increasing communications at all points in the supply chain: including the beneficial cargo owners (BCOs), terminal operators, third-party logistics providers, drivers, and warehouse workers. Additionally, AI will ensure that containers and drivers are used efficiently, avoiding shortages.



Human error in operational planning, inability to match supply with demand

AI can manage data, decipher contracts, and produce schedules and assignments based on where supply is needed to meet demand. This will aid the operational planning by accommodating changes or delays precisely down to the minute, in ways that humans would not be able to.



Matching drivers to containers

Using AI predictive modeling, container-to-driver matching can be automated in a way that is mutually beneficial for shippers and drivers. For shippers, this optimization could help save them money. For drivers, it helps with scheduling, improving their productivity and total earnings.

Shipping isn't the only area to benefit from AI. Finance departments use tech as a tool, NOT as a replacement for people. AI takes care of the busy work, allowing AP and AR teams to be freed up for more strategic work such as strategic analysis and planning for the future (Forbes).

65%

of senior financial management expects positive changes from the use of AI in financial services.

(Forbes)

1 in 3

enterprises leverages automation software bringing positive change to those in accounting, compliance, and operations.

(Forbes)



Take the first step

Transforming shipping and its impact across all industries today is imperative in order to meet the demand of companies and consumers tomorrow. AI is the answer when it comes to overcoming challenges that can present themselves along every step of the way: from freight management to deliveries and everything in between.

However, while the technology is ready, it's up to company leadership and personnel to take the first step. The readiness and openness of freight operators for an AI-based data-driven environment will determine how soon companies move toward a new way of streamlining processes and creating purpose for its people.

Implementing AI and specialized digital tools to automate and exceed in all areas of freight, shipping, and transportation will be what separates great companies from the good. If you want to remain competitive, start exploring your AI options now.

RESOURCES

1. https://www.researchandmarkets.com/reports/4968377/artificial-intelligence-ai-in-the-global?utm_source=dynamic&utm_medium=CI&utm_code=c7glvw&utm_campaign=1348524+-+Artificial+Intelligence+in+the+-+Freight+Transportation+Industry%2c+2020-2025+-+Featuring+Car-gofy%2c+FERO+and+KONUX&utm_exec=joca220cid
2. <https://www.forbes.com/sites/forbestechcouncil/2020/10/23/from-ship-to-shore-how-ai-will-transform-the-container-shipping-industry/?sh=523dad317561>



About OpenEnvoy

OpenEnvoy, founded in 2020, audits every invoice before you pay. Our solution automates costly finance workflows enabling the recovery of billions of dollars in wasted spending. OpenEnvoy supports customers around the world with offices in Nevada, California, India, Philippines and Singapore. To learn more, visit <https://openenvoy.com>.

