

**QUANTIFYING THE**

# ROI

**OF SUPPLY CHAIN VISIBILITY**

## HOW FOURKITES DELIVERS VALUE

**OVER  
1 MILLION**

loads in the FourKites platform per day, across all modes

**\$100  
BILLION**

in freight spend under management

**20,000+**

shipper facilities optimizing operations for maximum efficiency

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## WAYS TO LEVERAGE THE VALUE OF SUPPLY CHAIN VISIBILITY

### 1 REVOLUTIONIZE SUPPLY CHAIN CUSTOMER SERVICE



With FourKites' real-time tracking data available on demand, customer service teams at C&S Wholesale Grocers received **65% fewer calls** from customers asking, "Where's my truck?"

### 2 OPTIMIZE LABOR PLANNING THROUGH BETTER VISIBILITY



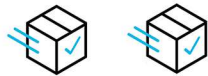
- **Eliminate** idle time at the loading dock
- **Automate** customer status updates
- **Streamline** appointment management

“ We want to make sure that we're providing an opportunity for our store associates to be the trusted partner for our pet parents, and not have to think about when their delivery is going to get there. ”

Dawn Goudie  
Senior Manager  
Supply Chain Service Center



### 3 MAXIMIZE OTIF COMPLIANCE AND REDUCE FEES



**Smithfield.**

Smithfield **improved its on-time performance from 87% to 94%** by increasing visibility across all the moving parts of its supply chain.

### 4 MINIMIZE DWELL TIME AND SLASH DETENTION COSTS

**DRIVERS HATE DETENTION**  
because it counts against their hours of service and lowers the number of billable miles available each day.



**SHIPPERS HATE DETENTION**  
because it causes anywhere from \$1M-\$10M in annual, controllable waste.

**LAND O'LAKES**

With better visibility into real-time arrivals, Land O'Lakes was able to proactively manage facility operations. As a result, its median per-load **dwell time decreased by 21%** in just 3 months.

### 5 MANAGE CAPACITY DESPITE GLOBAL SHORTAGES



Using FourKites visibility as a carrier scorecarding tool, Tyson Foods strategically **consolidated its carrier base by over 15%**, thereby increasing its freight buying power and capacity access.

### 6 REDUCE SAFETY STOCK WITHOUT JEOPARDIZING PRODUCTION



By tracking SKU-level details across both managed and unmanaged freight with FourKites' Network Visibility, Coke Consolidated significantly **enhanced productivity** of its warehouse and labor resources, and **improved its in-stock position to over 99%**.

### 7 ACHIEVE NEXT-GENERATION SUPPLY CHAIN COLLABORATION



Land O'Lakes partnered with a major food wholesaler, whose private fleet was able to pick up regional backhaul for Land O'Lakes twice per week. The partnership resulted in a **cost savings of 20-25%** for Land O'Lakes, and **eliminated 502 empty miles** for the wholesaler each trip.

### 8 UNLOCK SUPPLY CHAIN AGILITY IN TIMES OF CRISIS

BETTER VISIBILITY DATA IS FOUNDATIONAL TO UNDERSTANDING WHERE A PRODUCT IS AT ANY POINT IN ITS JOURNEY.

In the event of a crisis, supply chain leaders can leverage their visibility platform and instantly know which of their orders may be impacted, as well as which resources exist for contingency planning.

