

**A MANUFACTURER'S CHECKLIST:**

# How to Select a High-Impact Visibility Platform

As you use supply chain data to build your global supply chain strategy, make sure you are seeing the full picture with end-to-end visibility. Incomplete information results in a series of best guesses, which can oftentimes turn out inaccurate or costly. Do you have a full view of your supply chain's inventory? Are my production lines able to source particular SKUs fast enough to avoid shut downs? Are you able to consistently meet customer delivery requirements?

Real-time visibility platforms provide real-world intelligence to help your teams proactively manage your supply chain by surfacing the most important insights in a timely manner. When assessing your investment, make sure your platform can deliver both daily and long-term value for your entire organization.

## DAILY IMPACTS OF YOUR PLATFORM

Supply chain visibility platforms should put timely information into the hands of employees who can quickly take action. Not only should you be thoroughly assessing the type of information provided, but how quickly your teams can operationalize these findings. When evaluating a real-time visibility platform, ask yourself:

**Can it integrate with and make sense of my entire operating platform, including ERP, TMS & WMS?**

The most valuable insights account for your activity across your whole business operation. Whether it's inventory monitoring or network planning, there needs to be a deep level of connectivity to streamline action across functions. Make sure your mission-critical process flows are seamlessly carried through each of your platforms and are able to be configured to your unique requirements.

- Eliminate duplicative work to gain visibility by ensuring a TMS integration that shares asset information
- Make sure all stakeholders have persona-based access, including SKU-level information on materials for manufacturing or storage facilities
- Recognize revenue quickly and seamlessly by giving accounting access to delivery confirmations

**Are there applications that can translate insight into action for my daily operators?**

For your investment in visibility to produce real ROI, the platform needs to do more than track and trace— the platform needs to deliver proactive intelligence to on-the-ground associates to avoid waste and improve service. Make sure your teams can quickly understand the action tied to an alert from the system, whether it's to expedite a shipment, alert a customer or avoid carbon emissions.

**Does it use machine learning and artificial intelligence for automation?**

Repetitive tasks and administrative work are time-drainers for your team and can influence high turnover rates. Functionality, including ETA management and appointment scheduling, can help keep your workforce engaged, satisfied and working on higher value tasks throughout the day.

## STRATEGIC IMPACTS OF YOUR PLATFORM

By providing a comprehensive view, your visibility platform should serve as a major decision driver for your comprehensive business and logistics strategy. Your visibility platform should be the single source of truth for the state of your supply chain, so quality is crucial.

### Does it give me a full supply chain view in a single login?

Leadership needs to see the big picture to make impactful decisions for your business. Whether it's forecasting and planning, running carrier analyses for RFPs, or even informing your nearshoring strategy, make sure they can see the global view of all transportation modes with one login.

### Can data be accessed and used by teams, regardless of function?

Visibility to the SKU-level, a complete history of trailing events, and a record for each shipment is a big part in conducting overarching analysis for your stakeholders. Ensure your visibility platform can easily report on key trends over time for decision makers. These inputs are a critical component in scenario planning to narrow your time to recovery in the event of a disruption.

### How does it become a part of my ESG and sustainability strategy?

You can't reduce something you can't track, and with [over 90%](#) of your greenhouse gas emissions coming from your supply chain, your visibility platform needs to be equipped to monitor your performance. Tools like CO2 dashboards

## THE BIG PICTURE IS BOTH TOP-DOWN AND END-TO-END

Your logistics network is the lifeblood of your business – from materials sourcing, vendor management, production and fulfillment. Every aspect of your value proposition to your customers is somehow rooted in how well you execute your supply chain.

Making the investment in a visibility platform that can support this is critical, not only in developing a sustainable, impactful supply chain strategy, but also in creating an environment that enables your teams to execute it independently and at scale.

## FOURKITES: A NAME TO KEEP AT THE TOP OF YOUR LIST

Recently ranked by [Gartner](#) as the best choice for complex global supply chains, FourKites is the only supply chain intelligence platform that provides end-to-end, multimodal visibility with a single login. What's more, teams are empowered to operationalize real cost-cutting, service-boosting tactics in real time across your supply chain, to proactively and quickly guide your business to success.

No matter where your business sits in the global supply chain, visibility investments rapidly deliver value immediately and long-term.

To learn where your business can be most impacted by a supply chain visibility platform, visit [FourKites.com](https://www.fourkites.com).



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