



INDUSTRY GUIDE

Making Your Logistics Data Actionable.. Doesn't Have to Be a Pain

A guide for supply chain & logistics leaders

The Current Logistics Landscape

To meet the two-day delivery expectation, companies must juggle various systems, multiple carrier partnerships, and client portfolios, compounding the complexity of logistics data management. This dynamic environment results in a substantial data problem characterized by fragmented information scattered across numerous technology providers.

In today's constantly evolving landscape, data stands out as the lifeblood of operations, essential for informed decision-making, operational efficiency, and customer satisfaction. As we explore the critical role of data in modern logistics, it becomes clear that effective data management is not just advantageous but indispensable for success in a competitive and dynamic marketplace.

Challenges

► Labor Strikes

Continued challenges related to labor, including shortages of drivers and warehouse workers, high turnover rates, strikes, and labor disputes.

► Volatility

Events such as COVID-19, geopolitical tensions, and natural disasters have highlighted the vulnerability of the global supply chain.

► Parcel Complexity

Rising General Rate Increase (GRI) pricing, and a highly competitive market makes last-mile delivery the most expensive and logistically complex part of the shipping process.

► Unpredictable Consumer Behavior

Consumer expectations for fast, free shipping have increased dramatically, largely due to standards set by major companies like Amazon.

► Expectations and Transparency

Customers demand real-time shipment tracking and proactive updates on delays or issues. High service standards can be challenging, especially without agile technology.

► Data Privacy and Security

The increased use of technology poses cybersecurity concerns as sensitive customer information and operational data must be protected.



Why Data Quality is Critical

Data is essential for your entire supply chain operations as it provides increased visibility and comprehensive performance metrics, ultimately driving strategic decision-making, optimizing processes, and enhancing overall efficiency and effectiveness. To achieve maximum opportunity for optimization, access to quality data is critical.

What is data quality? In logistics, data quality can be defined as data that is complete, accurate, timely, relevant, accessible, and actionable.

When one of these key components is missing, decision-making becomes significantly impaired, leading to inaccurate decisions, reduced confidence, increased costs, and operational inefficiencies.



11 Data Points You Should Be Tracking

1. Time In Transit
2. Carrier Volume Constraints
3. Accessorial Charges
4. Shipping Volume By Origin & Destination
5. Peak Season Surcharges
6. Carrier Performance
7. DIM Fees
8. Delivery Exceptions
9. Estimated Delivery Date
10. Guaranteed Service Refunds
11. General Rate Increase

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Actionable Data Fuels Your Shipping Operations



Agility & Flexibility

Maintain efficient operations in a dynamic and changing market



100% Data Transparency

Get complete visibility into your logistics data and optimize operations



Confident Decision-Making

Reduce the risk of errors and the costs associated with them



Enhanced Customer Satisfaction

Ensure customers are informed with accurate delivery times, stock levels, and order statuses

Data Ownership Drives Autonomous Decision-Making

Consider your supply chain data as indispensable as your favorite GPS app. Ever doubted the GPS directions only to end up stuck in traffic, amidst construction, or at a dead end? Similarly, your supply chain data can guide you effectively, signaling when you're on the right path, identifying pitfalls, and revealing the unforeseen impacts of your decisions. Trust it.

You're in the driver's seat. It's your data. It's your carrier relationships. It's your strategy. You have the authority to make necessary adjustments—add a carrier, manage a rule, and create a report. Lacking ownership of your data results in slow decision-making processes. Relying on external sources for every report viewing or rule change puts you at a disadvantage compared to competitors who utilize owned technology and data, enabling them to take action quickly on what their data is telling them.

We have a lot of experienced people on our team, so the ability to self-manage things like adding new customers, managing rates, and changing business rules was important to us. Many traditional freight audit companies require that they manage this on their side, so the Enveyo model was very intriguing to us.

Jeff McDermott, EVP of Transportation in Americas at GEODIS

Top Challenges in Leveraging Your Shipping Data

► Siloed Systems

Data lives across ERP, OMS, WMS, TMS, and carrier systems

► 3rd Party Control

Little autonomy over critical decisions and changes in operational tactics

Limited flexibility due to reliance on external vendors for key functionalities and integrations

► Fragmented Data

Too much manual work—Not standardized, normalized, cleansed

► Legacy Technology

Outdated systems resulting in bottlenecks and reduced agility

► Partnership Gaps

Third-party partners lack a support team knowledgeable in technical and functional logistics aspects

How to Make Your Shipping Data Actionable

To truly make your shipping data actionable and drive optimization, it's crucial to consolidate data across business systems and technology partners and enhance the quality of your data. Start by centralizing all relevant data and systems to ensure accessibility and manageability. From there, begin the aggregation, integration, and cleansing process. This process not only builds trust but enables precise, actionable insights. Analyze data from multiple perspectives to understand

the full scope of your operations, from order to delivery. This comprehensive view is essential for identifying cost-saving opportunities, fine-tuning multi-carrier strategies, and making informed adjustments. With visibility into these critical areas, shippers and 3PLs can make data-driven decisions that are both reliable and strategically sound, setting the foundation for a more efficient and customer-oriented operation.

Put Your Data to Work

Your data should actively work for you, serving as a critical asset that drives decision-making and operational efficiency.

Actionable Data + Visibility =
Competitive Advantage

“Together, data and technology are vital to any successful shipping strategy. Without quality data and integrated technology, it's hard to trust your decision-making, analytics, or processes.”

NATE ENDICOTT, *Senior Vice President of Growth at Enveyo*



Leverage Actionable Data for Strategic Operations

By harnessing actionable data, shippers and 3PLS can proactively identify opportunities, mitigate risks, optimize resource allocation, and make informed decisions.

► Data-Driven Logistics Insights

Leverage data-driven logistics insights to understand overall performance, make strategic shifts, and control costs

► Carrier Contract Negotiation

Negotiate favorable carrier contracts based on data-driven insights into shipping volumes, trends, and performance metrics

► Parcel Spend Management

Manage your parcel spend more effectively through real-time access to key performance metrics

► Delivery Experience Management

Optimize the entire post-purchase experience with order tracking and customer shipment notifications

► Multi-Carrier Rate Shopping

Compare rates across multiple carriers in real time to secure the best shipping options and optimize costs

► Predictive Modeling

Utilize advanced predictive modeling to forecast demand, optimize inventory management, and enhance operational efficiency

► 3PL Margin Management

Streamline billing processes and boost profitability by efficiently managing and protecting margin application to clients

► Freight Audit & Recovery

Automate auditing to identify billing errors, duplicate charges, late deliveries, and other discrepancies

Real Stories, Effective Solutions

By making your shipping data work for you, not only do you streamline current processes, but also pave the way for sustainable growth and continuous improvement in an increasingly complex logistics landscape.

Enveyo Customer Success Stories



"I have used multiple technology providers in my career. When it comes to data normalization, having the data tell you something valuable, and leveraging technology to quickly act on that data, **there is no one better than Enveyo.**"

OSCAR GLADMAN, Director of Parcel Carrier Development Americas



"We were struggling to audit our own invoices and understand the goals we had as a business. **It was one of Enveyo's key competitors that referred us to them** and shared with us that Enveyo has the ability to meet our needs. Something that the other auditor could not do."

BECCA SANDBERG, Manager Of Third-Party Distribution & Logistics Operations

Harnessing the Power of Your Shipping Data

Don't let your data sit idle.

Unlock the full potential of your shipping operations by leveraging Enveyo's advanced data-driven solution suite.

Whether you're looking to optimize your multi-carrier strategies, manage freight expenses, maximize 3PL margin, or enhance the delivery experience—our tools and team are equipped to transform your logistics data.

[Chat With Our Team](#)