



Logistics & Transportation Industry Special

Whitepaper

The all-inclusive handbook to converting prospects to long-term clients

Table of **Content**



1 Industry Statistics & Market Snapshot

- Market Growth
- AI & Automation In Logistics
- Transportation Trends

2 Key Pain Points in Logistics & Transportation Automation & ERP

- Operational Challenges
- Compliance & Security Concerns
- Guest Experience Gaps

3 Logistics & Transport Automation Solutions

- Core Offerings

4 Case Study

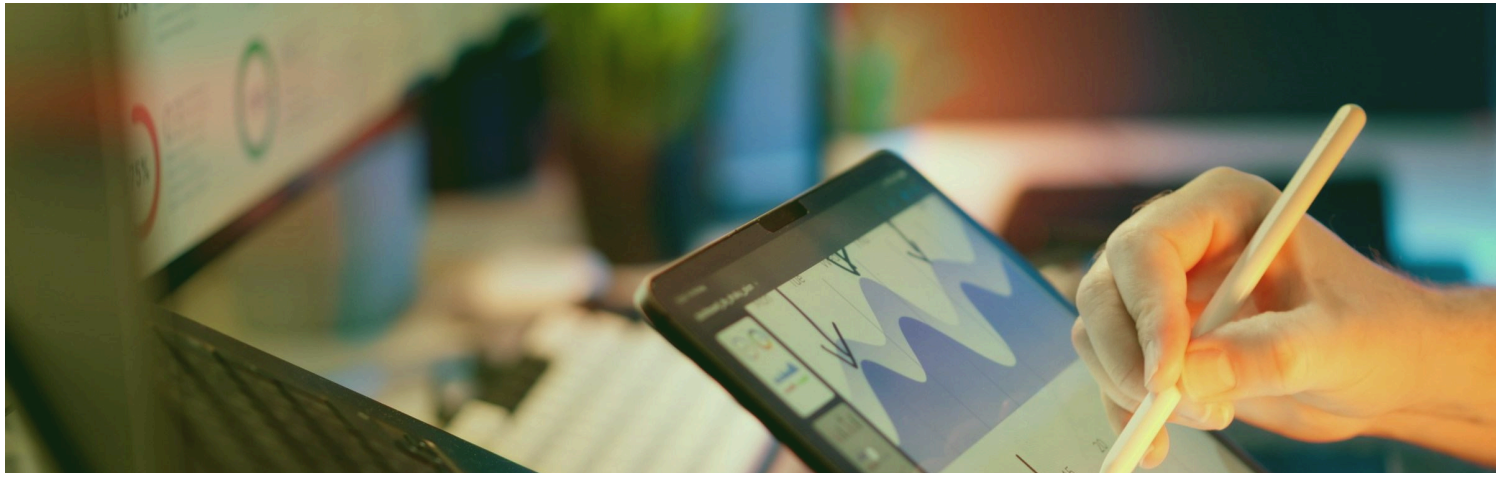
- FastTrack Logistics
- GlobeFreight International
- EcoTrans Cargo

5 Go-to-Market Tactics for Logistics & Transportation

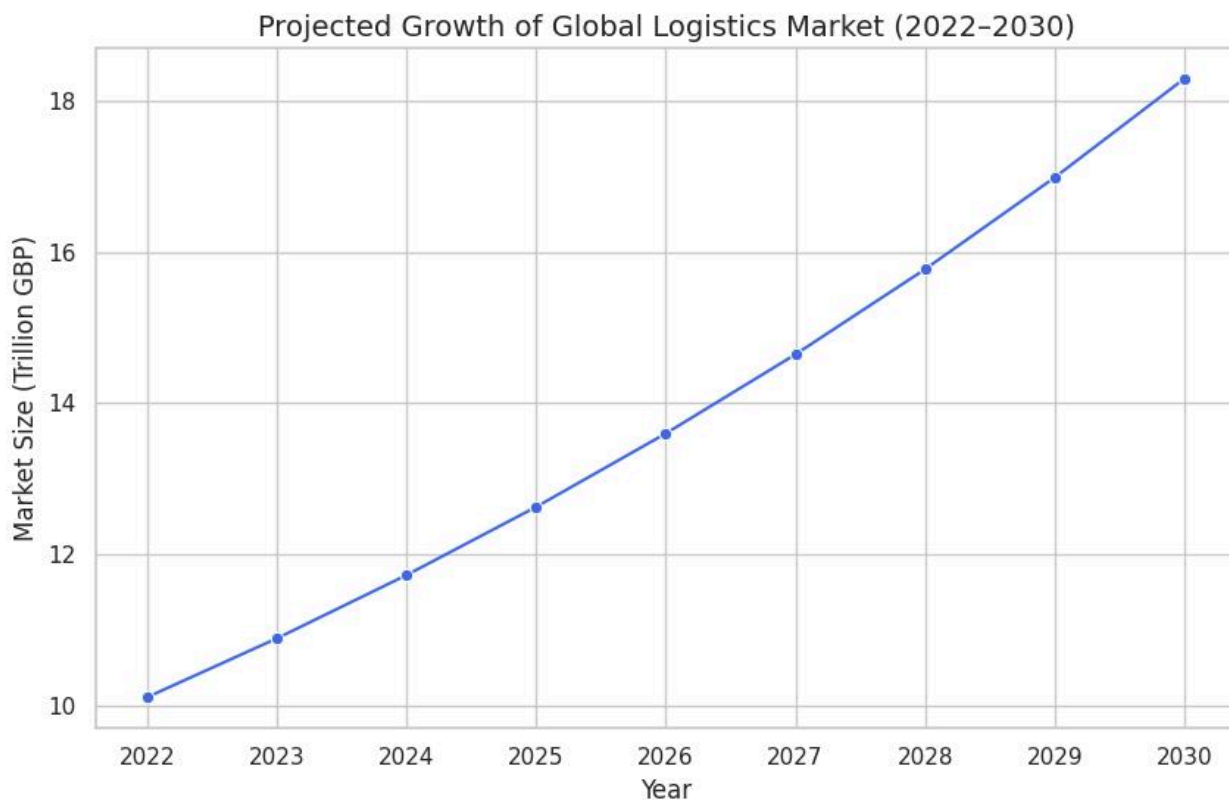
- Target Segments
- Messaging & Positioning
- Lead Generation Channels
- Customer Success Retention

6 Summary



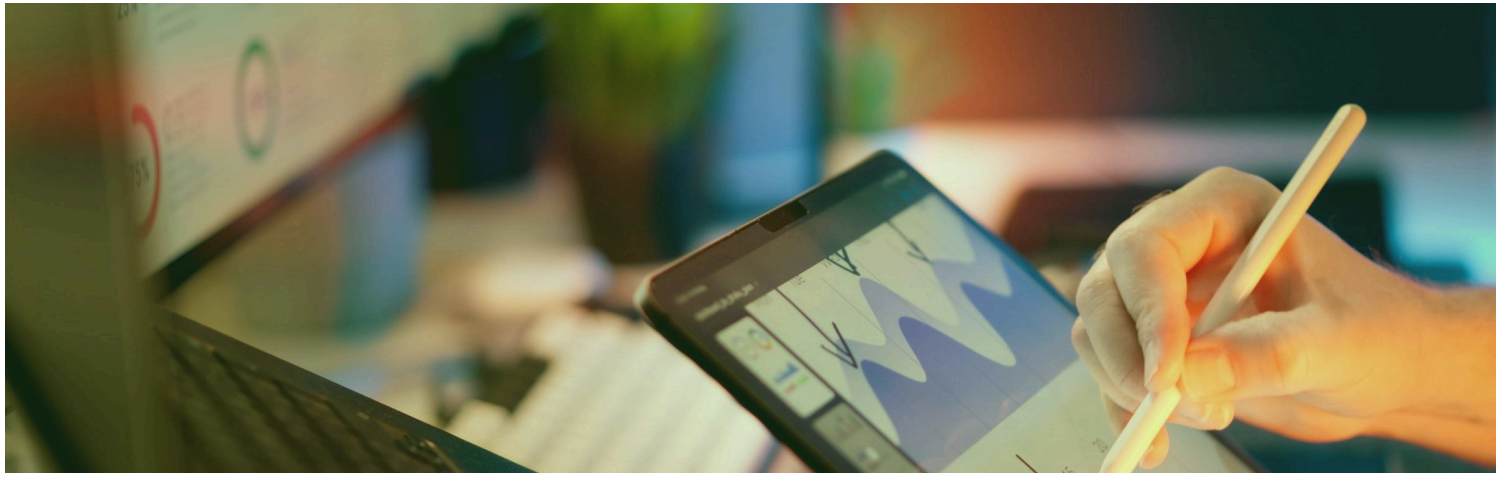


Industry Statistics & Market Snapshot

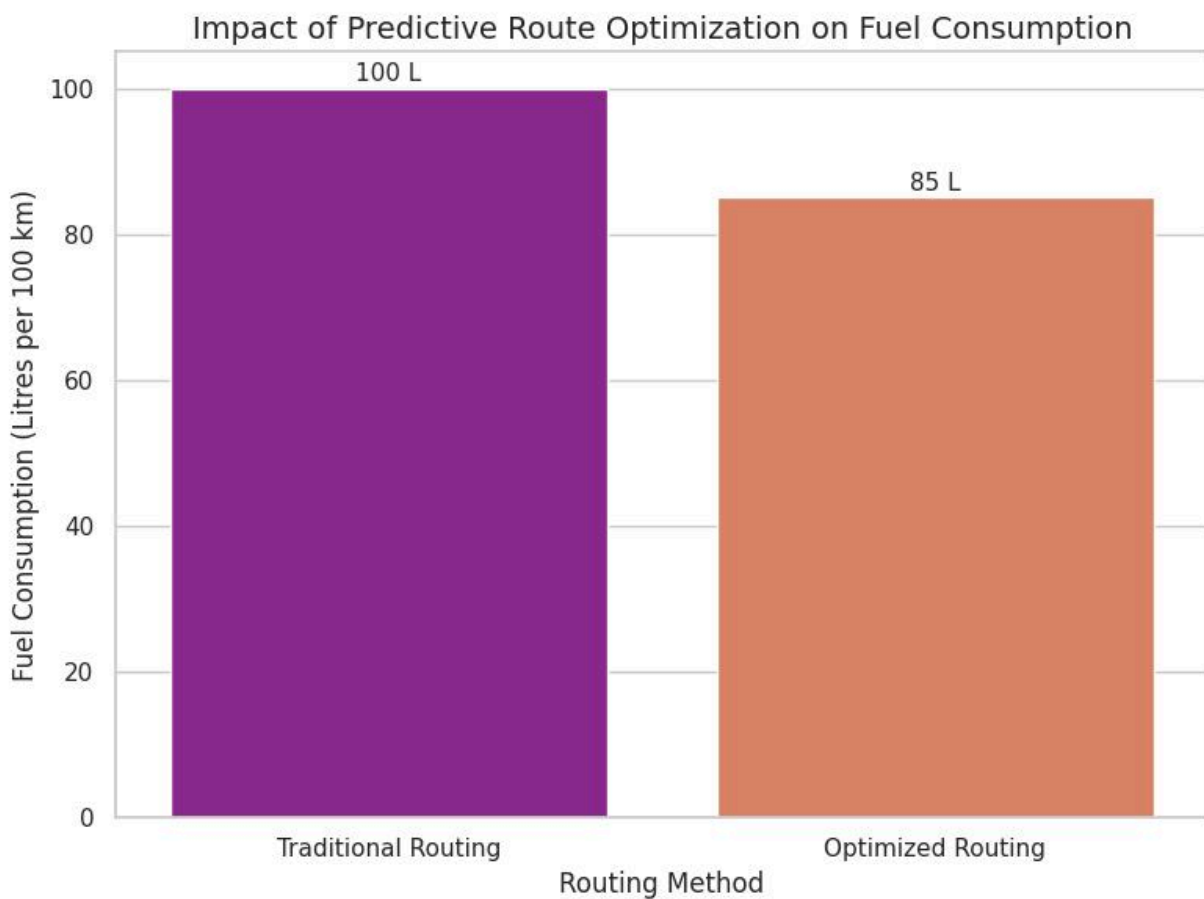


Market Growth

- The global logistics market is projected to reach £18.3 trillion by 2030, growing at 7.7% CAGR (Allied Market Research).
- 72% of logistics companies are increasing investments in Automation platforms for visibility and automation (Deloitte).
- Cloud ERP adoption in logistics reduces operational costs by 15–25% and improves delivery accuracy by 20%.

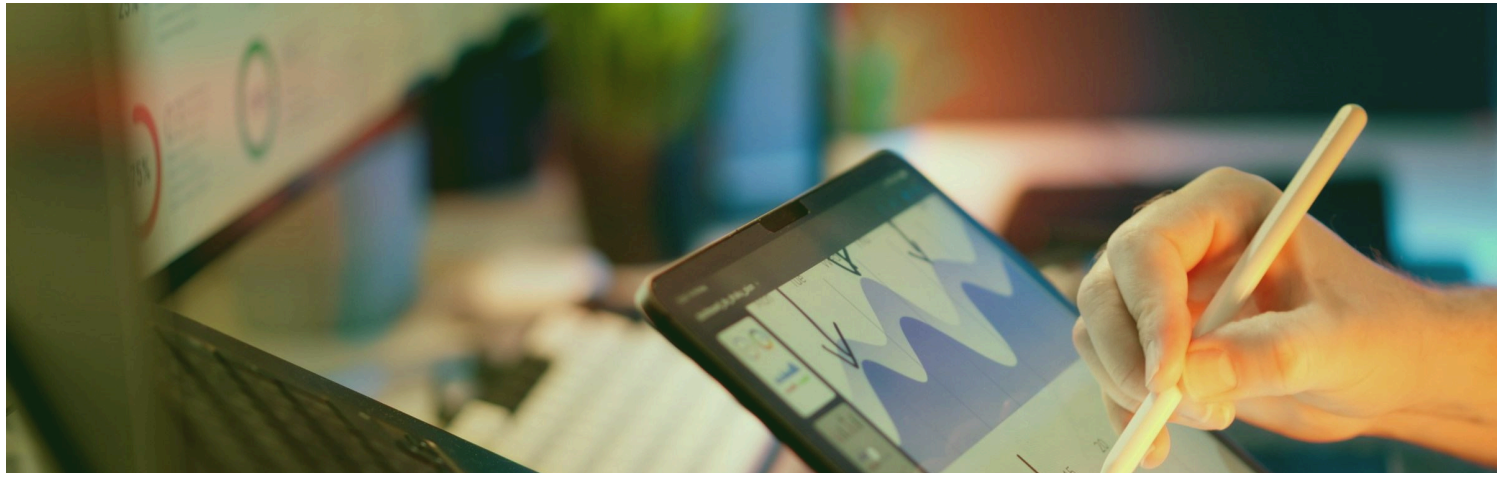


Industry Statistics & Market Snapshot



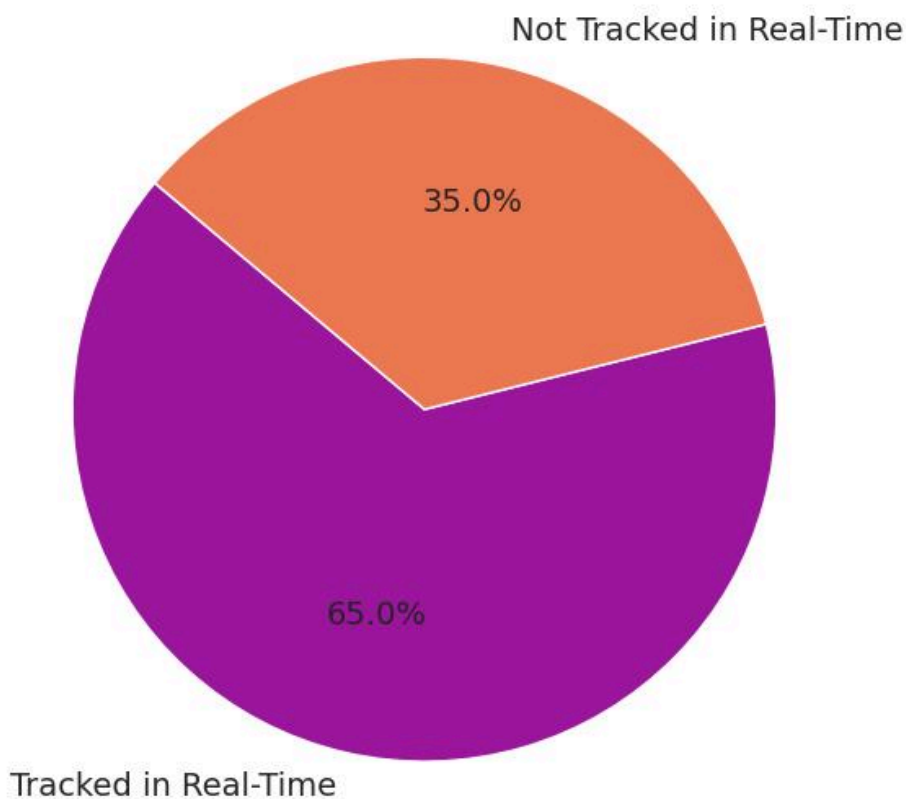
AI & Automation in Logistics

- Predictive route optimisation reduces fuel consumption by 10–15%.
- AI-driven demand forecasting improves on-time delivery rates by 30%.
- Robotic Process Automation (RPA) cuts paperwork and customs clearance time by 40–45%.



Industry Statistics & Market Snapshot

Global Adoption of IoT Sensors for Real-Time Shipment Tracking

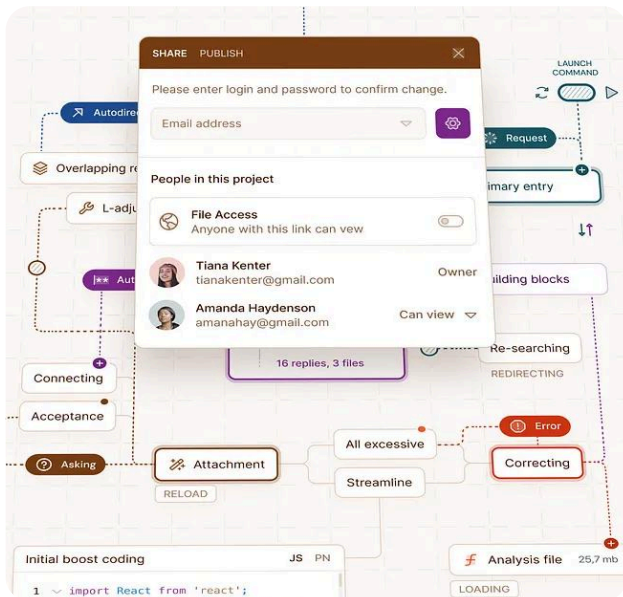


Transportation Trends

- 65% of global shipments are now tracked in real-time via IoT sensors.
- Last-mile delivery costs account for 53% of total shipping expenses (Capgemini).
- Electric and autonomous vehicle adoption is expected to reduce logistics costs by 20% by 2035.



Key Pain Points in Logistics & Transportation Automation & ERP



Operational Challenges

- Inefficient route planning leading to high fuel costs and delays.
- Manual customs paperwork causing border clearance bottlenecks.
- Fragmented systems for fleet, warehouse, and customer communication.

Compliance & Security Concerns

- Regulatory pressures for sustainability (ISO 14001, EU Green Deal) and cargo traceability.
- Rising risk of cyberattacks targeting IoT-enabled fleets and shipment data.
- Difficulty managing insurance and liability claims with outdated systems.

Customer Experience Gaps

- Lack of accurate real-time shipment updates.
- High last-mile costs reducing competitiveness.
- Poor coordination with 3PLs and cross-border partners.

Our Logistics & Transport Automation Solutions



1. Logistics ERP Suite

- Modules for fleet management, route planning, customs, warehouse, HR, and compliance.
- Cloud-native dashboards accessible by logistics managers, drivers, and clients.

3. Integration Hub

- APIs for IoT devices, GPS trackers, customs portals, and e-commerce platforms.
- Centralised dashboards for shipment tracking and partner collaboration.

5. Outcome-Based Pricing

- Flexible plans tied to KPIs such as reduced fuel costs, faster delivery times, and lower customs delays.

2. AI-Powered Automation

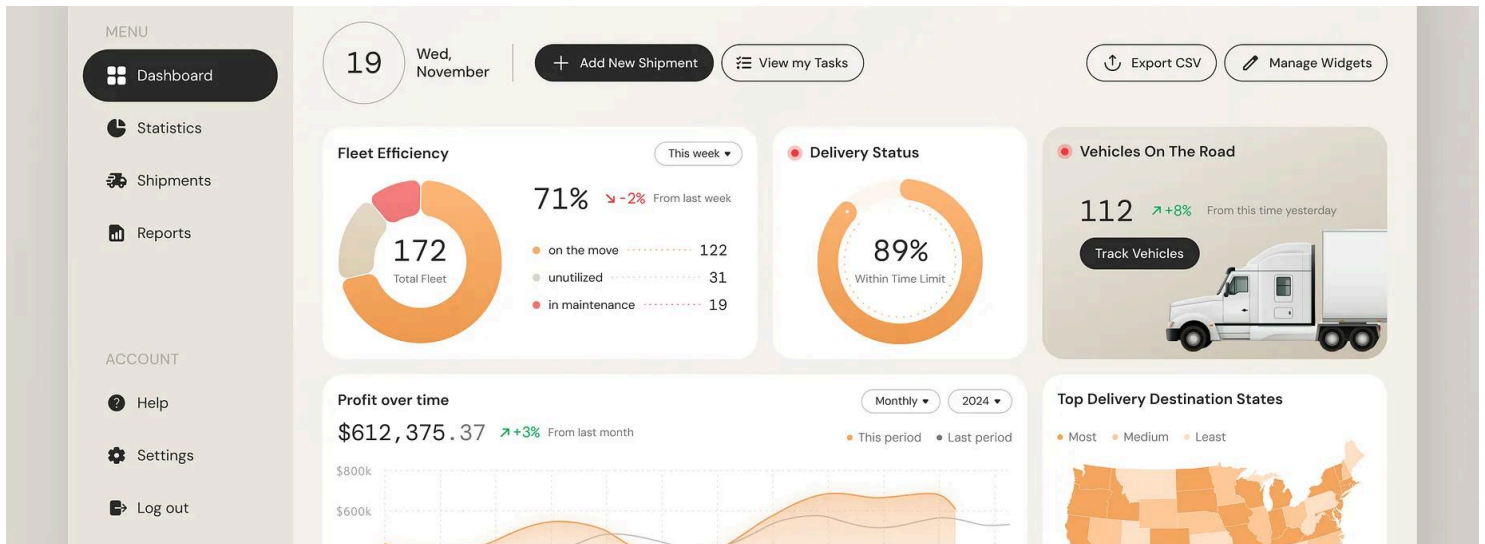
- Predictive route optimisation to reduce fuel and time costs.
- AI forecasting for demand and capacity planning.
- RPA bots for customs clearance, invoicing, and claims processing.

4. Compliance & Sustainability Suite

- Automated reporting for ISO, OSHA, and environmental compliance.
- Blockchain-ready modules for end-to-end cargo traceability.
- AI-powered anomaly detection to prevent fraud and cargo theft.



Case Studies



FastTrack Logistics

Challenges:

- High last-mile delivery costs.
- Frequent delivery delays due to poor route planning.
- Rising fuel consumption hitting profitability.

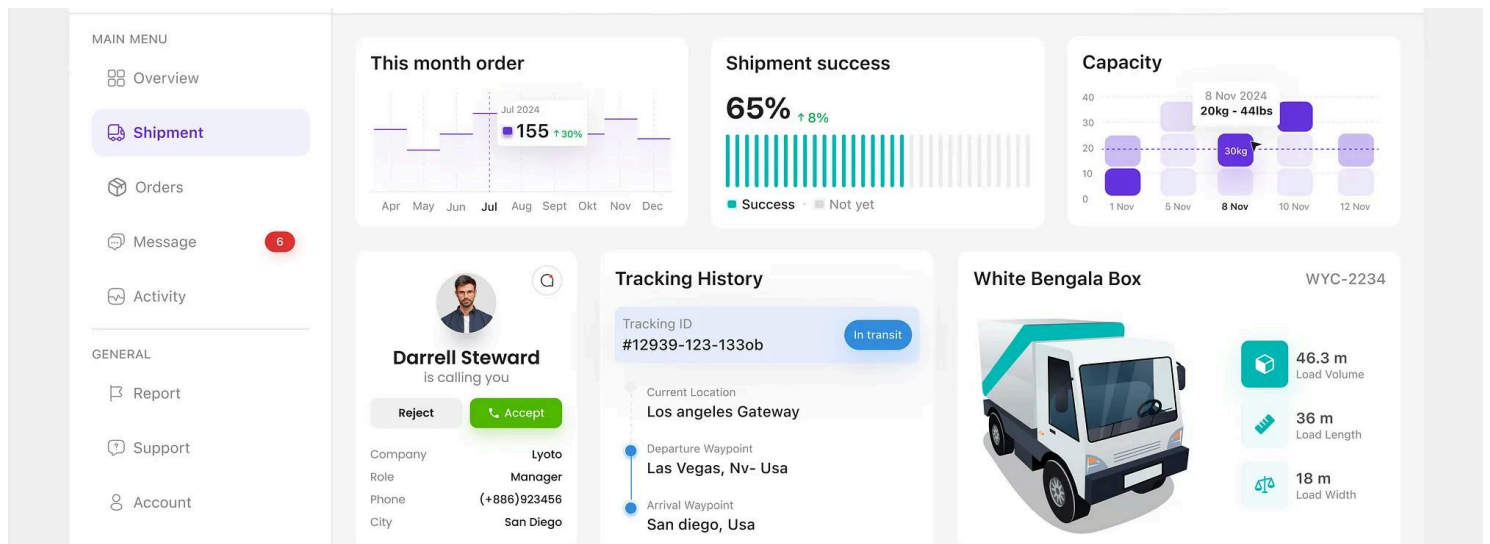
Solution:

- ERP with AI-driven last-mile route optimisation.
- IoT-enabled fleet monitoring for real-time updates.
- Predictive maintenance scheduling for vehicles.

Results:

- Last-mile delivery costs reduced by 22%.
- On-time delivery rate improved by 31%.
- Fuel usage cut by 14%.

ROI: Break-even in 10 months; £6.7M annual savings.



GlobeFreight International

Challenges:

- Customs clearance delays leading to missed deadlines.
- High administrative overhead in cross-border operations.
- Poor visibility for clients on international shipments.

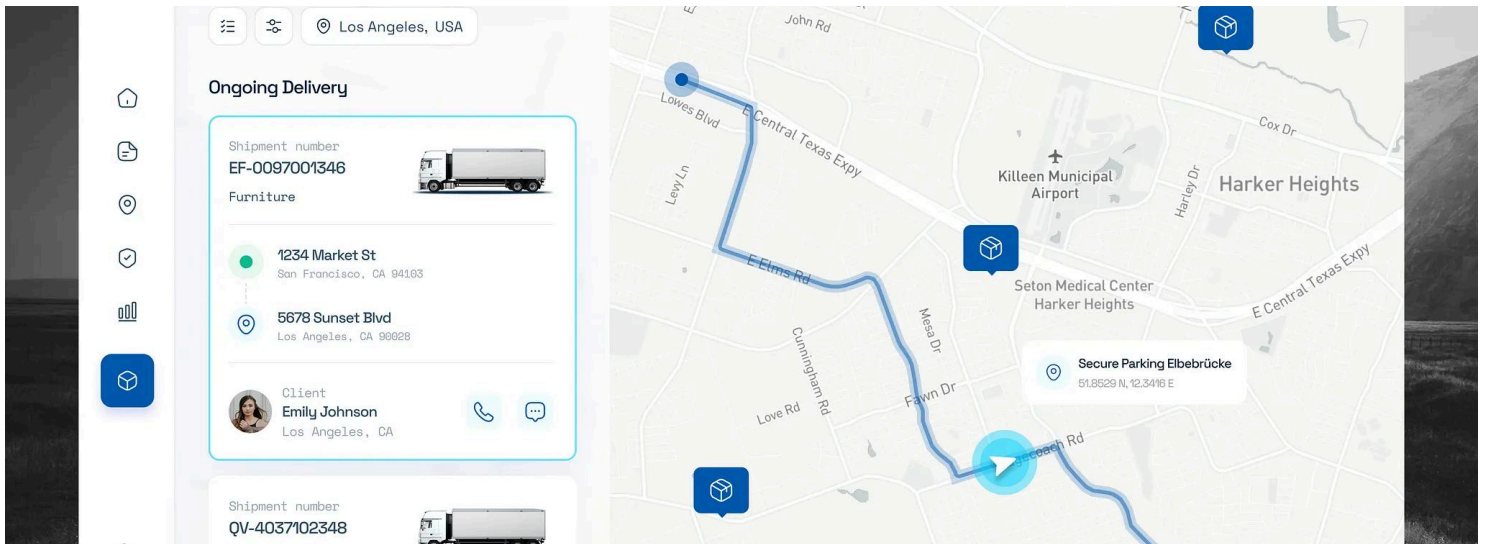
Solution:

- RPA bots for automated customs paperwork.
- ERP with global compliance dashboards.
- Client portal for real-time shipment visibility.

Results:

- Customs clearance time reduced by 47%.
- Admin workload cut by 35%.
- Client satisfaction scores rose by 26%.

ROI: Paid back in 8 months; £4.3M annual gain.



EcoTrans Cargo

Challenges:

- Difficulty meeting new sustainability reporting standards.
- High cargo theft risk in certain trade lanes.
- Lack of coordination with third-party logistics providers.

Solution:

- ERP with carbon footprint tracking dashboards.
- Blockchain traceability module for cargo security.
- Partner integration hub for seamless 3PL collaboration.

Results:

- Compliance reporting time reduced by 60%.
- Cargo theft incidents down by 19%.
- Partner coordination improved delivery efficiency by 23%.

ROI: Achieved in 9 months; £5.1M annual savings.



Go-to-Market Tactics for Logistics & Transportation

Target Segments

- Global freight forwarders upgrading customs and compliance systems.
- Last-mile delivery providers reducing fuel and route costs.
- Sustainability-focused cargo firms aligning with carbon reporting mandates.

Messaging & Positioning

- “AI-powered ERP for logistics & transportation: Faster, smarter, and greener deliveries.”
- Emphasize real-time visibility, cost savings, and compliance readiness.
- Position Automation as a profitability booster and risk reducer.

Lead Generation Channels

- Industry webinars on predictive route optimisation and customs automation.
- Whitepapers on carbon compliance and IoT shipment visibility.
- Partnerships with 3PL networks, customs brokers, and logistics associations.
- Free 90-day pilot for AI route optimisation or customs automation.

Customer Success & Retention

- Dedicated logistics success managers for KPI delivery.
- Quarterly ROI reports highlighting savings in fuel, delivery time, and compliance.
- AI dashboards for logistics leaders monitoring shipment health and cost efficiency.

Summary Table

Area	Logistics & Transportation Insight
Market Growth	£18.3T by 2030; 72% of firms adopting Automation for automation & visibility
Pain Points	High last-mile costs, customs delays, compliance, cargo theft
We Deliver	AI ERP for route optimisation, customs RPA, IoT visibility, carbon compliance
Wins	Last-mile costs ↓ 22%, customs delays ↓ 47%, compliance prep ↓ 60%, theft ↓ 19%
Go-to-Market	3PL partnerships, carbon compliance pilots, IoT integration campaigns