The supply chain's digital transformation

By George Lauriat, AJOT

The supply chain's digitalization has been underway for at least three decades. That's not surprising. Moving freight, especially moving freight internationally, has always engendered complexities that demanded technological solutions. Technology is simply in the DNA of the business, and always has been.

However, through most of the technological history of the supply chain, tech existed in silos directed along highly specific avenues of problem solving. If it was a warehouse problem, it was a warehouse solution. If it was an international freight forwarder issue, the solution was designed for forwarders. If it was with a terminal or ocean carrier

challenge, or rail or road, the solution was designed for the problem.

Software wasn't a service, but the mechanism to solve a specific set of problems. With the advent of the worldwide web in 1989, the digital toolbox grew exponentially but much of the early focus was still siloed. That began to change as the business began evolving technological-based enterprises. It seemed suddenly that a company like C.H. Robinson wasn't a trucking firm, freight forwarder, or a warehouse operator but something new - a 3PL, a third party logistics provider. And a great deal of that providing was supplied through the deployment of web-based technology. Now we have not only 3PLs, but 4PLs, 5PLs and beyond [up to 10PLs by some measures], each provider adding a layer of technology, and in many

cases digital technology, to the totality of the service.

THE BRAVE NEW WORLD OF DIGITALIZATION

Despite the fact that nearly every employee working in the industry owns the omnipresent smartphone, digitalization is far from being as industrywide as one would expect.

Recently, Magaya, a provider of logistics and supply chain automation software, released a State of Digitization in Freight Forwarding. Magaya based the report on a survey completed by 70 freight forwarders, 3PLs, and NVOCCs of varying sizes from around the world. And Magaya summed up their findings as "The pace of digitization in freight forwarding has accelerated

AJOT'S TOP 50 LOGISTICS TECH COMPANIES

	Company	Headquarters		Website	Focus	What's New
		City	State/Country			
1	3PL Central/Extensiv	El Segundo	CA	extensiv.com	WMS	Name change to Extensiv
2	Addverb	Noida	India	addverb.com	Supply Chain Robotics and Automation	Micro Fulfilment Center
3	AutoScheduler	Austin	TX	autoscheduler.ai	WMS Accelerator	Make-N-Ship Warehouse Optimization Platform
4	Avetta	Irvine	CA	avetta.com	Risk Management Supply Chain Platform	Avetta One
5	Banyan Technology	Cleveland	OH	banyantechnology.com	Freight Manaagment Software for Over the Road (OTR) shipping	LIVE Connect software
6	BlueYonder	Scottsdale	AZ	blueyonder.com	WMS	Value-Acceleration-as-a-Service program
7	BrillDog	New Freedom	PA	brilldog.com	Supply Chain Tech for Small-to-Medium Sized Businesses (SMB)	FreeDog free TMS Module
8	CargoSmart	San Jose	CA	cargosmart.com	Supply Chain Portal (SaaS solutions)	The Move Into BPO
9	Chain.IO	Philadelphia	PA	chain.io	Network Intergration for Supply Chain	GateHouse Maritime joins network
10	DAT Freight & Analytics	Beaverton	OR	dat.com	Trucking Freight Exchange platform	Freight Analytics
11	DDC FPO	Evergreen	CO	ddcfpo.com	BPO (Business Process Outsourcing)	Customer Care Suite
12	Descartes	Waterloo	Canada	descartes.com	Logistics Technology Platform	Descartes Acquire GroundCloud and Localz1
13	DispatchTrack	San Jose	CA	dispatchtrack.com	Last Mile Delivery Solutions	Track and Trace Feature Introduced
14	Doft	Walnut	CA	doft.com	Freight and Truck Matching Platform/ Loadboard	Post Truck Feature
15	DP Techlink	Urbandale	IA	dptechlink.com	Live Haul Solutions for Feed /Agistics	DP Techlink and Hendrix Genetics Logistics Partnership
16	E2Open	Austin	TX	e2open.com	Supply Chain SaaS	Amazon Freight TMS Collaboration
17	EBE Technologies	East Moline	IL	ebeships.com	Digital Trucking Solutions	
18	Flexport	San Francisco	CA	flexport.com	Digital Freight Forwarder	Flexport Acquires Shopify Logistics
19	FourKites	Chicago	IL	fourkites.com	Global Supply Chain Platform	FourKites Sustainability Hub
20	FRAYT	Cincinnati	OH	frayt.com	Platform Connecting Trucks to Shippers (Automotive/Tires SupplySpeciality)	Same Day FRAYT Dash Service
21	Globle Tracker	Copenhagen	Denmark	globetracker.com	IoT Tracking and Monitoring	IoT on Reefers for Maritima Alisea
22	Icontainers (Agility Subsidiary)	Barcelona	Spain	icontainers.com	Ocean Freight Platform	Shipa Freight +
23	Info-X	New Brunswick	NJ	infox.com	TMS Targeting NVOs, Fowarders, Shippers and Carriers	
24	Loadsmart	Chicago	IL	loadsmart.com	Digital Freight Broker	123LoadBoard Freight Matching Platform Partners with LoadSmart
25	Locus	Milpitas	CA	locus.sh.com	Last-Mile Logistics SaaS	Locus Partnering with Last-Mile Consulting for Mexico Market
26	Magaya	Miami	FL	magaya.com	Digital Freight Platform	Completes Equity Recapitalization with Apax
27	Manhattan Associates	Atlanta	GA	manh.com	Supply Chain and Omnichannel Tech Provider	Manhattan, with Google Cloud and Zebra Technologies launches Unified Commerce Benchmark for Spoeciality Retail
28	Maven Machines	Pittsburg	OH	mavenmachines.com	Fleet Management Platform	Pitt Ohio Deploys Maven as P&D and ELD/Telematics Platform
29	MercuryGate International	Cary	NC	mercurygate.com	TMS	Acquires ClearTrack Information Network
30	NAVIS	Oakland	CA	navis.com	TOS	N4SaaS
31	Numina Group	Woodridge	IL	numinagroup.com	WMS	Numina Launches PakT
32	OrbitMI	New York City	New York	orbitmi.com	Voyage Performance SaaS	OrbitMI and Bureau Veritas Partnership
33	PayCargo	Coral Gables	FL	paycargo.com	Logistics Payment Platform	PayCargo and Zim Integrate Payment Platform into myZIM
34	Platform Science	San Diego	CA	platformscience.com	Telematics and Fleet Management	Collaboration with ConMet Digital
35	project44	Chicago	IL	project44.com	Supply Chain Platform	project44 and Nexxiot Partner for Real-Time Shipping Data
36	Route4Me	Tampa	FL	route4me.com	Route Optimization Platform	Last Mile Route Optimization
37	SMC3	Atlanta	GA	smc3.com	LTL Pricing and Services Platform	SMC3 Achieves SOC 2 Type 2 Audit Report Compliance for Cyber Security
38	SYNKRATO	Santa Clara	CA	synkrato.com	Digital Twin logistics platform	Connecting Warehouse Digital Twin to Slotting Engine
39	The 357 Company	Northlake	IL	357company.com	FUSE 46 Portal	Kerbsyde Last Mile Delivery Service
40	Tideworks Technology	Seattle	WA	tideworks.com	TOS	IPRO Core TOS Subscription
41	Tompkins Robotics	Orlando	FL	tompkinsrobotics.com	Warehouse Robotics	tSort
42	TransmetriQ (Railinc)	Cary	NC	transmetriq.com	Rail Shipping Optimization Software	TransmetriQ Lease Management/Asset Manager
43	Transport Pro	Big Pine Key	FL	transportpro.net	TMS	123Loadboard Freight Matching Platform and TransportPro Integrate Services
44	Trimble	Westminister	CO	trimble.com	TMS	Trimble/Kuebix Aquires Transporeon
45	TrueCommerce Inc	Pittsburg	PA	truecommerce.com	Supply Chain Network	Integration of Miraki SaaS Solution
46	Turvo	San Mateo	CA	turvo.com	TMS	Turvo and Highway Collaboration on Carrier ID
47	Uber Freight	San Francisco	CA	uber.com	Logistics platform for shippers and transportation providers	Fuel Card Powered by FinTech Company AtoB
48	WARP	Los Angeles	CA	wearewarp.com	Freight Network for Middle Mile	DirecTrack Suite of Tracking Tools
49	WiseTech Global	Sydney	Australia	wisetechglobal.com	Global Single Platform Solution (Cargo Wise)	Acquires Blume Global
50	Zebra Technologies	Lincolnshire	IL	zebra.com	Technology Based Solutions	Fetch Autonomous Mobile Robots (AMR)