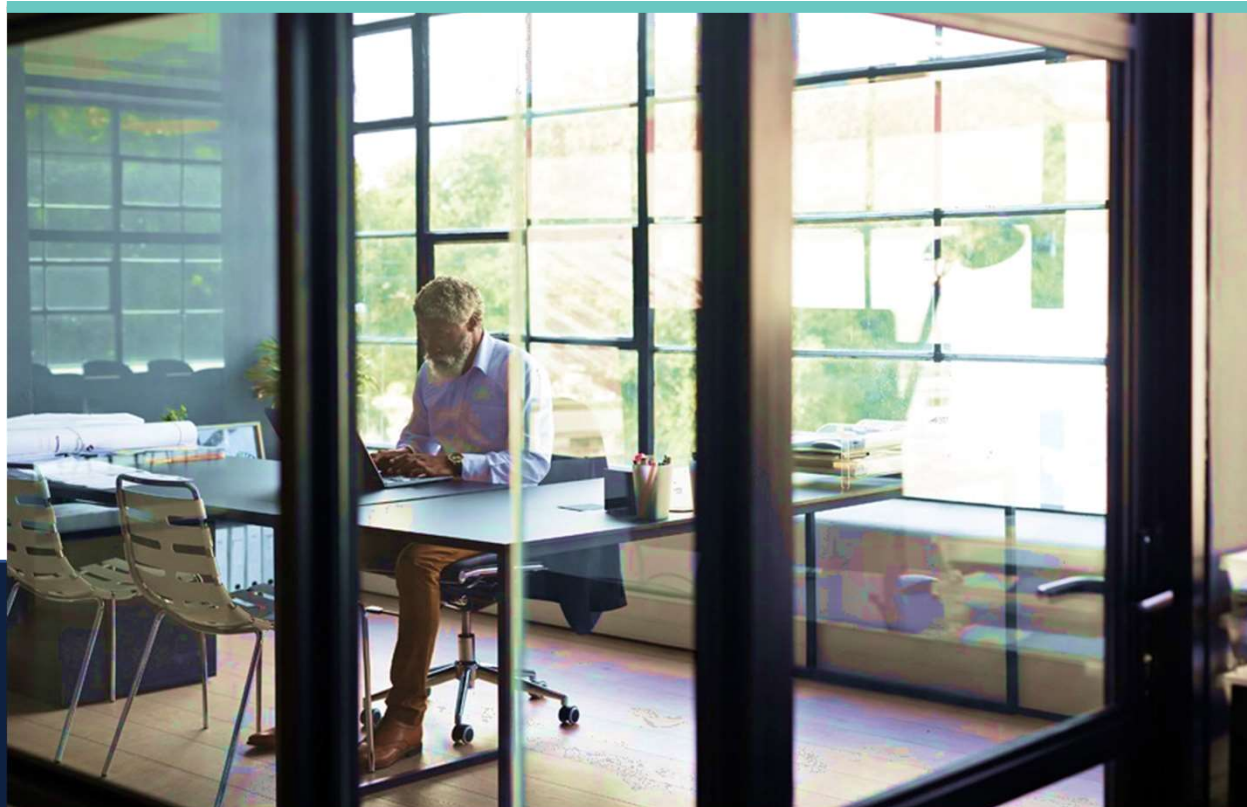


LOGISTICS SERVICE PROVIDERS' GROWTH TRENDS

SUMMARY RESULTS



JANUARY 2025

WHO DID WE SURVEY?



Between October 2024 and January 2025, Gatepoint Research invited selected executives to participate in a survey themed *Logistics Service Providers' Growth Trends*.

Candidates from the transportation and logistics industry were invited via email and 50 executives have participated to date.

Management levels represented are all senior decision-makers: 44% hold the title CxO or are VPs, 40% are directors, 16% are senior or department managers.

100% of responders participated voluntarily; none were engaged using telemarketing.

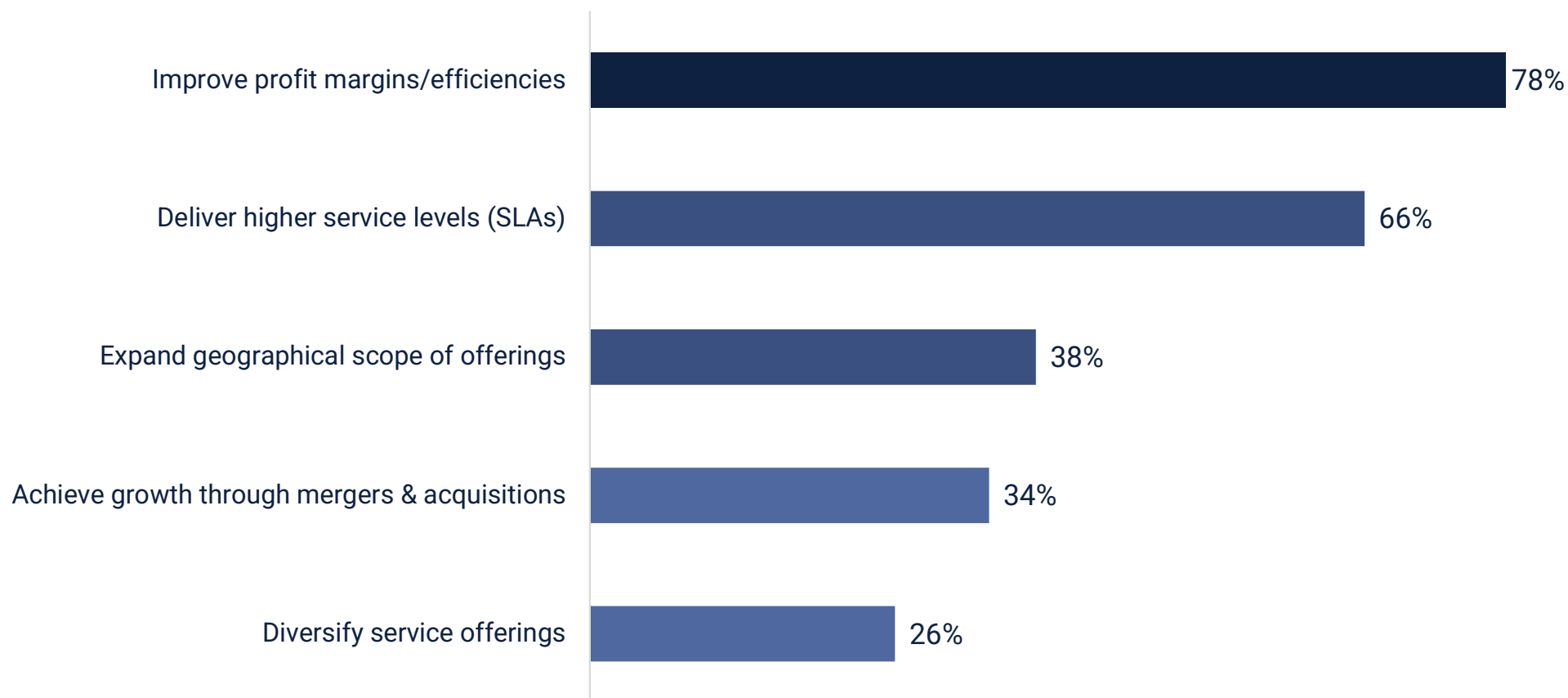
EXECUTIVE SUMMARY

Logistics service providers are primarily focused on improving profit margins, efficiencies, and service levels in the near future. Technology adoption is seen as critical, with transportation management offering the greatest potential for profit margin improvements, though slow adoption and customer onboarding delays are significant challenges. Desired capabilities include integrated transportation planning and end-to-end visibility, with competitive advantage and faster returns driving stakeholder investments.

This survey asks respondents to report:

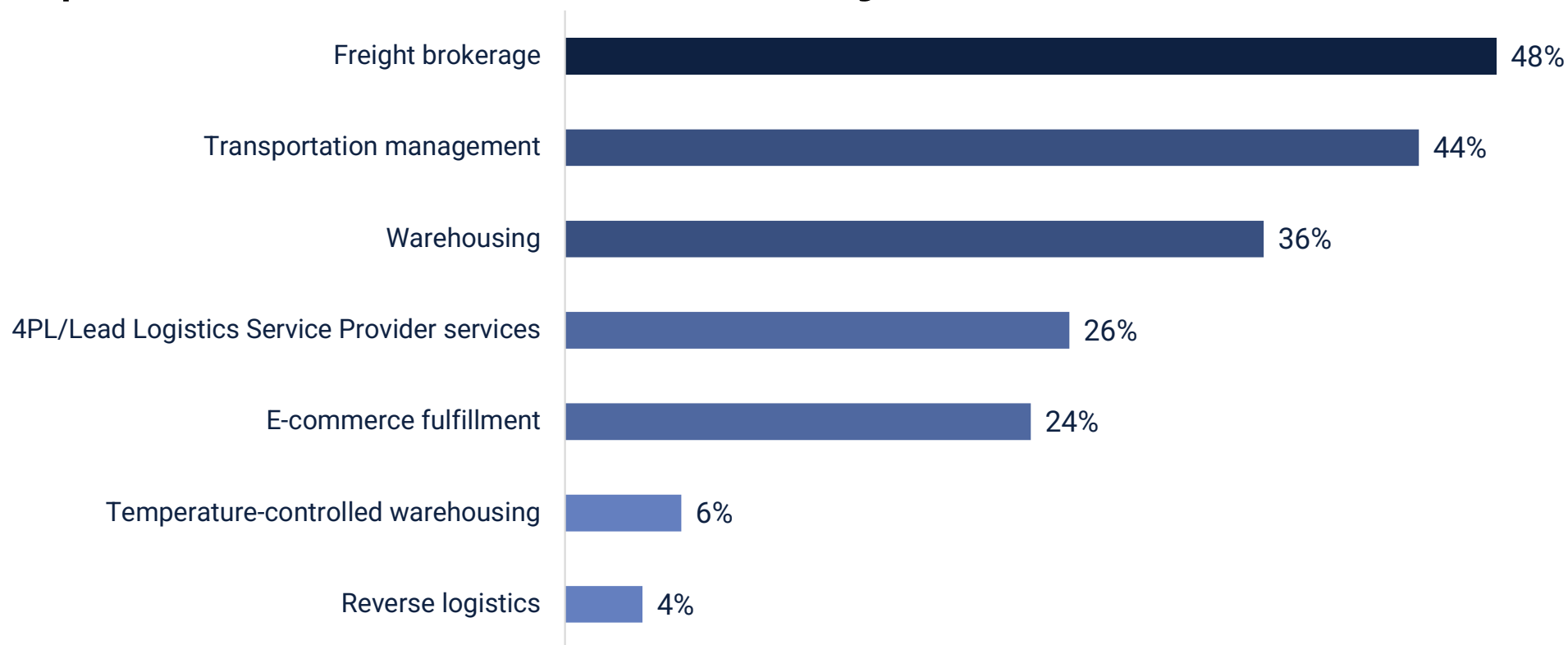
- Which of the following objectives does your company have for the next 12 to 36 months?
- Which of the following business areas are your company's highest investment and development priorities over the next 3 years?
- What one capability would you add to your company's current logistics technology footprint if you had full authority and a magic wand?

Which of the following objectives does your company have for the next 12 to 36 months?



Above all, surveyed organizations want to improve profit margins and efficiencies in the near future. Many are also focused on delivering higher service levels.

Which of the following business areas are your company's highest investment and development priorities over the next three years?



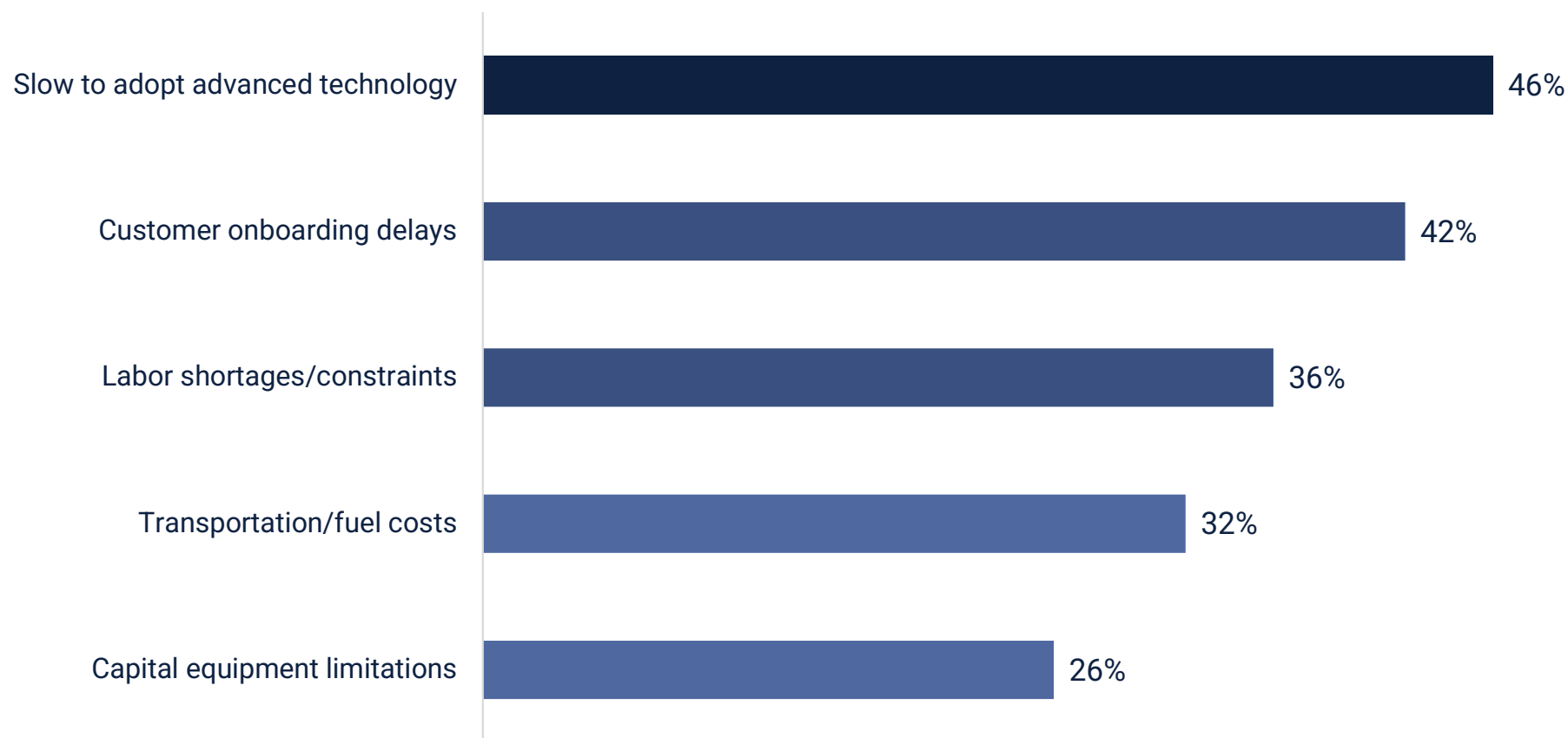
In the next three years, organizations will be investing in prioritizing freight brokerage (48%), transportation management (44%), and warehousing (36%).

Which logistics services do you believe present the best opportunity for technology-driven profit margin improvement?

The majority say transportation management processes present the best opportunity for tech-driven profit margin improvement.

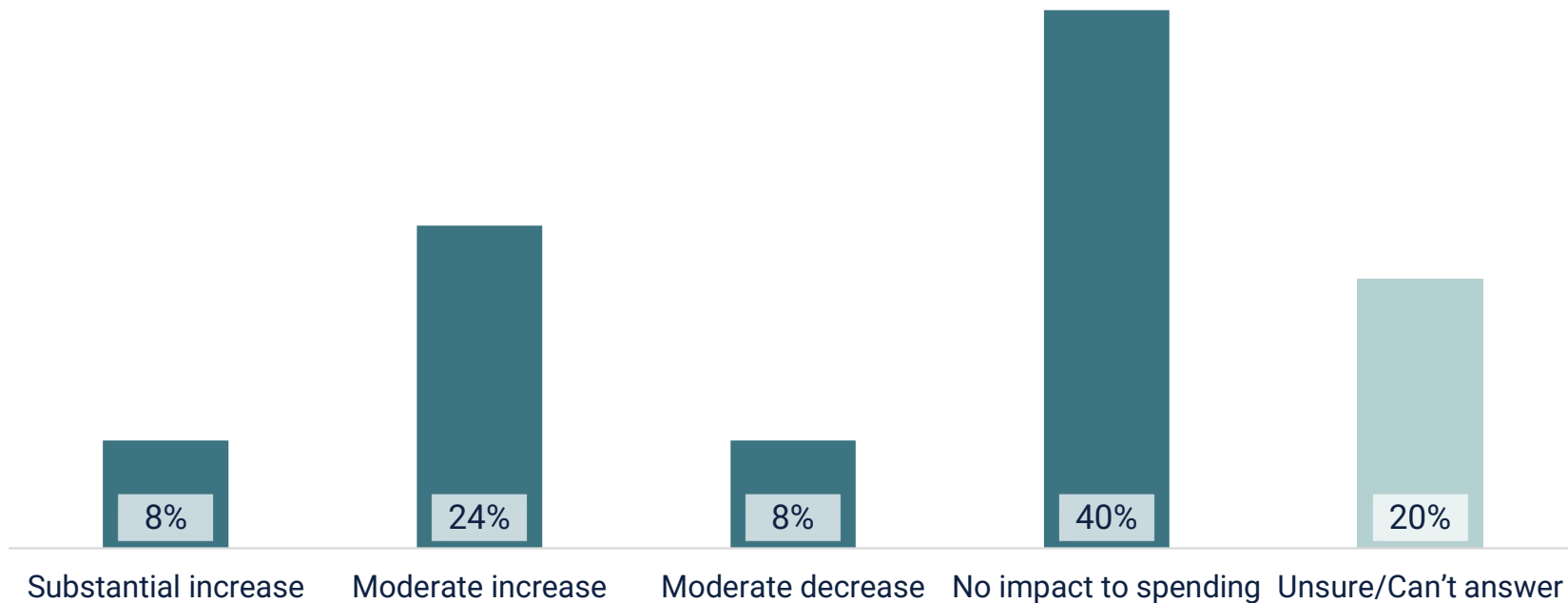


What are your top two barriers to boosting revenue growth?



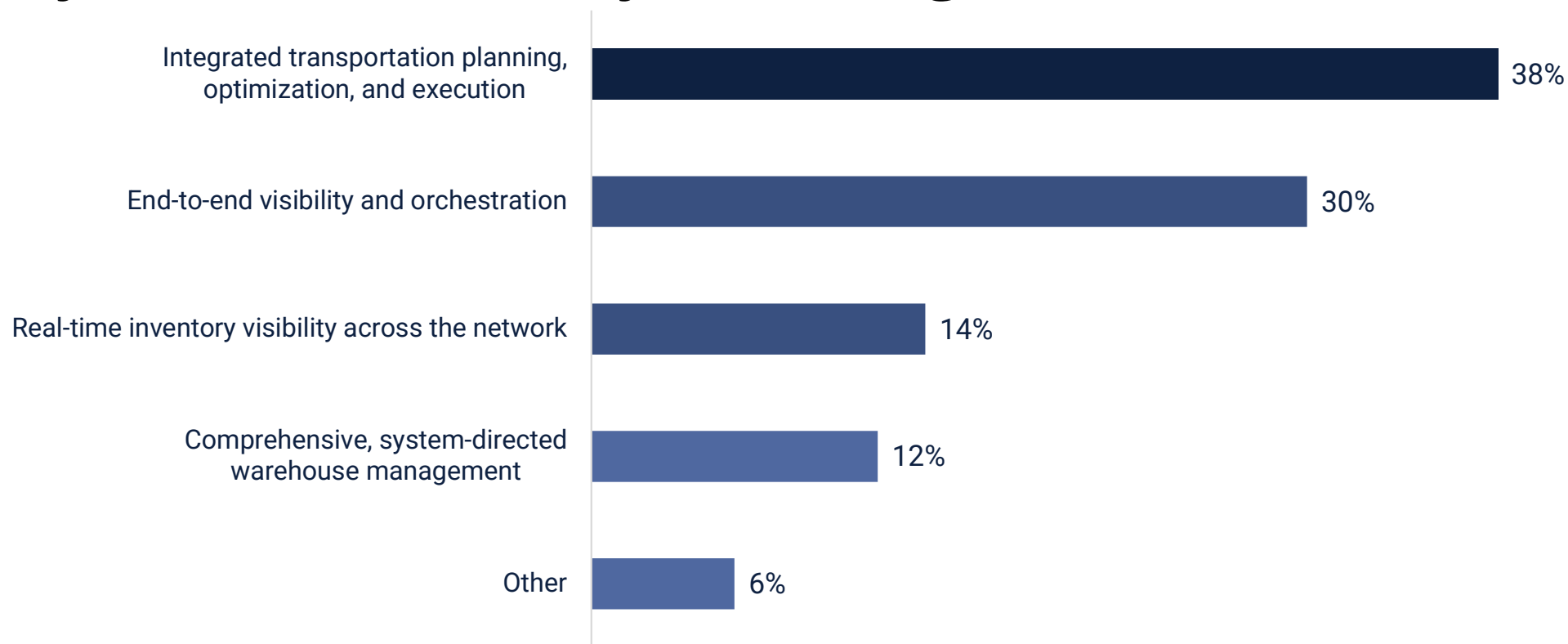
Slow technology adoption (46%) and customer onboarding delays (42%) are the most significant factors standing in the way of boosting revenue growth.

What impact do you expect Federal Reserve interest rate cuts to have on your company's technology spending over the next two years?



While 32% expect Federal Reserve interest rate cuts to increase company spending, 40% expect no impact at all.

What one capability would you add to your company's current logistics technology footprint if you had full authority and a magic wand?



If the sky was the limit, organizations would add integrated transportation planning, optimization, and execution (38%) and end-to-end visibility and orchestration (30%).

What would motivate stakeholders to invest in logistics technology enhancements to achieve your goals?

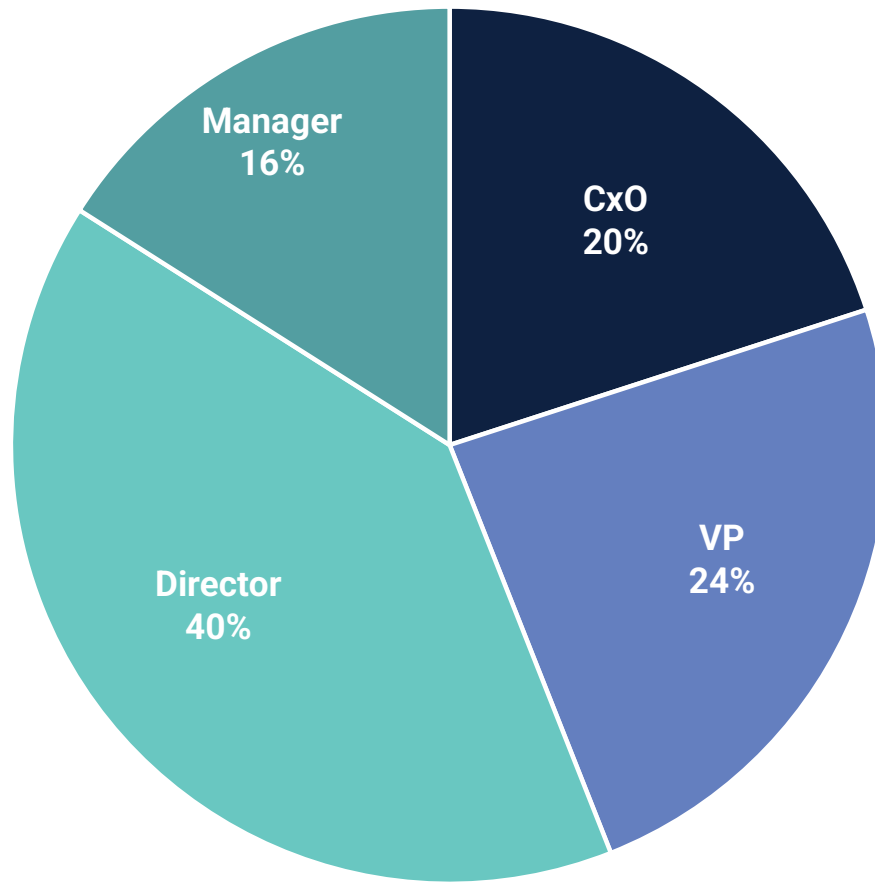


An increased competitive advantage (48%) and quicker time to value (44%) are most persuasive outcomes impacting stakeholder investments.

JOB LEVEL



84% of respondents to this survey hold executive or director-level positions in their organization.





About the Company

Blue Yonder offers an end-to-end digital supply chain and logistics platform to drive unprecedented efficiency, resiliency, agility, and better customer experiences.

[Learn more at blueyonder.com](https://blueyonder.com)