

# HOW TRANSPORTATION AND LOGISTICS SERVICE PROVIDERS USE MICROSTRATEGY TO GAIN A COMPETITIVE EDGE

In an industry facing volatile fuel costs, extensive regulation, and global competition, transportation and logistics companies need a data-driven approach to operations. Cutting-edge analytics and mobility applications can streamline operations, distribution, and fleet management to help organizations effectively compete in the market.

TASKS	PROBLEMS	SOLUTIONS
 <p><b>EQUIPMENT MAINTENANCE, REPAIR AND OVERHAUL</b></p>	<p>The market for commercial airline MRO is expected to grow from <b>\$67 billion</b> in 2017 to over <b>\$100 billion</b> by 2026.</p>  <p><small>*MRO Market Update and Industry Trends Report" ICF Report, January, 2017.</small></p>	<p><b>MicroStrategy</b> helps transportation organizations streamline their MRO process. By harnessing data collected across vehicle fleets, organizations can easily monitor assets and take proactive steps to extend the service life of equipment.</p>
 <p><b>INVENTORY MANAGEMENT</b></p>	 <p>Costs surrounding supply chain inefficiency can account for up to <b>35% of a product's total value.</b></p> <p><small>*Seven Steps to Rethinking Supply Chain Inventory Optimization" Ryder Transportation Blog, June 30, 2015.</small></p>	<p><b>MicroStrategy</b> helps transportation and logistics organizations identify trends to proactively manage inventory, maximize warehouse efficiency, reduce operational costs, and maintain high levels of customer satisfaction.</p>
 <p><b>FREIGHT ANALYTICS AND CAPACITY OPTIMIZATION</b></p>	<p>Trucking revenues soared in 2015 to \$726.4 billion, with the industry transporting more than <b>10 BILLION TONS OF FREIGHT</b></p>  <p><small>American Trucking Association's "American Trucking Trends 2016"</small></p>	<p><b>MicroStrategy</b> delivers insights on freight to help organizations optimize container capacity, minimize fuel consumption, and ensure regulatory compliance.</p>
 <p><b>CALLER AUTHENTICATION/ FRAUD MITIGATION</b></p>	 <p><b>Call center fraud</b> has grown by an alarming <b>45% rate</b> since 2013 with many businesses inadvertently surrendering key assets, merchandise, or proprietary information.</p> <p><small>*2016 Call Center Fraud Report" by Pivdop.</small></p>	<p><b>MicroStrategy</b> enables transportation and logistics providers to use real-time analytics and comprehensive security capabilities that help prevent fraud and closely monitor customer service KPIs.</p>
 <p><b>EXECUTIVE KPI DASHBOARD</b></p>	<p><b>2/3</b> of executives say they are unable to access information they need in a <b>timely fashion.</b></p>  <p><small>*The BI/CI Disappointment: Troubling Gaps Between Business Intelligence Expectations and Realities" Survey Report by Domo, 2016.</small></p>	<p><b>MicroStrategy</b> provides real-time, 360-degree visibility into KPI metrics such as shipment alerts, employee productivity, YTD revenues vs. forecasts, and fuel consumption.</p>