

Indago Micro-Survey Reports

Insights and Advice from Practitioners on
Supply Chain and Logistics Trends & Topics

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RESEARCH REPORTS

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2. **Logistics Outsourcing (March 2019):** What factor would be the overriding reason you would bring an outsourced logistics operation back in house?
3. **Supply Chain Visibility (March 2019):** What are the main factors that make obtaining end-to-end supply chain visibility a challenge at your company?
4. **Young Professionals (April 2019):** What skills and attributes will be the most important for supply chain young professionals to succeed moving forward?
5. **Supply Chain Learning (April 2019):** What sources of knowledge do you use the most to stay informed of supply chain industry trends?
6. **3PL Selection (April 2019):** When evaluating potential third-party logistics providers, how important are each of the following factors in the selection process?
7. **Supply Chain Risk Management (April 2019):** Which risks do you believe supply chain professionals need to plan for more effectively moving forward?
8. **TMS Implementation Success (May 2019):** What factors are the most important to ensure a successful TMS implementation?
9. **Inventory Accuracy (May 2019):** What are the main causes of poor inventory accuracy across your supply chain network?
10. **Transportation RFP Timing (May 2019):** What time of the year do you normally conduct a transportation procurement event?
11. **Freight Reweighing (June 2019):** How often is your freight re-weighed by carriers? Are their weights correct?
12. **Game-Changing Technologies (June 2019):** Over the next 5 years, which emerging supply chain technologies do you believe will have delivered the most supply chain benefits?

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13. **Carriers Scoring Shippers (June 2019):** Are your truckload carriers score-carding you? Are you taking any actions in response to the performance data/info you are receiving from carriers?
14. **Measuring Global Transportation (July 2019):** What transportation metrics do you use to compare performance across the globe?
15. **Value of C-TPAT Membership (July 2019):** How would you characterize the benefits of C-TPAT membership?
16. **Supplier Penalties (July 2019):** Do you have a penalty program in place for your suppliers when they do not meet requested due dates?
17. **Driver Shortage (July 2019):** Do you agree or disagree: Over the next decade it will become increasingly difficult for trucking companies to find and retain qualified drivers?
18. **Digital Freight Brokers (August 2019):** How would you characterize the value they provide relative to traditional brokers?
19. **China Tariffs (August 2019):** How have the China tariffs currently in place impacted your overall supply chain costs? What actions have you taken to mitigate the impact?
20. **Supply Chain Sustainability (August 2019):** Is sustainability a defined and measured objective within your supply chain organization today?
21. **Truck Driver Detention (September 2019):** Over the past three years, are you experiencing an increase or decrease in detention charges from carriers? What are the main reasons?
22. **Supply Chain Software Selection (September 2019):** When it comes to selecting a supply chain or logistics software solution, what are the three most important factors you consider?
23. **Performance Reviews (September 2019):** Who participates and provides input in conducting your performance review? Which KPIs have the most influence in obtaining a favorable review?
24. **Supply Chain Data Analytics (October 2019):** In what supply chain or logistics areas have you been able to utilize data analytics to implement the quickest change or improvement?
25. **Minimum Education Requirements (October 2019):** What is the minimum threshold of higher education you look for when hiring new supply chain employees?
26. **Automation in Supply Chain (October 2019):** How likely will the following logistics jobs/functions be replaced by robots or computers in your lifetime?

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27. **IMO 2020 Emissions Standards (November 2019):** What impact do you foresee (or are already experiencing) on ocean rates as a result of the new IMO 2020 emissions standards?
28. **Manufacturing in the United States (November 2019):** Over the next five years do you plan to manufacture more or less of your products in the US?
29. **Selecting Transportation Brokers (December 2019):** What factors are the most important when selecting a transportation broker?
30. **Data Quality in Supply Chain (December 2019):** How would you rate the quality of the data you receive from your external trading partners? Who is responsible for data quality at your company?
31. **2020 Supply Chain Predictions (December 2019):** What is the likelihood of the following things staying the same in 2020?
32. **Supply Chain Complexity (January 2020):** What are the biggest sources of complexity in your supply chain?
33. **Supply Chain Software Options (January 2020):** How would you characterize your company's strategy / approach toward selecting a supply chain software solution?
34. **Collaborative Shipping (January 2020):** Are you currently participating in a collaborative shipping program? How are you enabling it?
35. **Freight Rates in 2020 (January 2020):** Do you expect contracted rates for trucking to increase, decrease, or stay the same compared to 2019?
36. **Supply Chain Digital Twin (February 2020):** Has your company developed a digital twin of one or more of its supply chain processes / operations? What is the biggest challenge to get started?
37. **Supply Chain Mapping (February 2020):** Do you know where the manufacturing / production facilities of your suppliers are physically located?
38. **Supply Chain in High School (March 2020):** Do you agree or disagree that high schools should offer a course in supply chain management?
39. **Chief Supply Chain Officer (March 2020):** Does your company have a Chief Supply Chain Officer? When it comes to C-level planning and decision making, how often is the supply chain function involved at your company?

RESEARCH WITH PURPOSE

“There’s a way to do it better — find it.” — Thomas Edison

I love that quote. There is always room for improvement in whatever you do. Finding a better way, doing it better, is what drives entrepreneurs, athletes, scientists, and so many others. The journey to better is rarely quick or easy, but finding it is always fulfilling.

I’ve been on a journey to find a better way to conduct supply chain market research for several years now. Simply put, the traditional approach has many shortcomings: too many unsolicited emails to unverified recipients; surveys that are too long and take too much time to complete; concerns about confidentiality or solicitation; limited value or incentives to participate, and so on.

There’s a way to do it better.

In March 2019, we launched [Indago](#), a research community of supply chain and logistics practitioners from manufacturing, retail, and distribution companies who are committed to sharing practical knowledge and advice with each other in a trusted and confidential manner — while giving back to charitable causes like JDRF, American Logistics Aid Network, American Cancer Society, Feeding America, and Make-A-Wish.

It’s an uncommon approach to market research. It’s research with purpose.

What follows are the results from the first 39 micro-surveys we have conducted with our members since we launched (through mid-March 2020). The average time to complete each survey was under four minutes. This minimal investment in time not only yielded **valuable insights and advice from practitioners** on a wide variety of supply chain and logistics topics, it also resulted in **over \$5,000 in charitable donations and payments!**

Why join Indago? Here is a testimonial from one of our members, the Director of Freight & Warehousing at a \$1B+ Food & Beverage Company:

I decided to join Indago for two reasons. One is to be part of a group that provides real time feedback from companies on topics in the supply chain world. The second reason is that Indago supports charities that make the world a better place. It’s a great one - two combination!

If you are a supply chain and logistics practitioner, I invite you to [learn more about Indago](#) and join our research community. It is **confidential**, there is **no cost to join**, and the **time commitment is minimal**. You will receive valuable market research to help you make smarter business decisions, while charities will receive valuable donations to help them make an extraordinary difference in lives every day.

Be Uncommon. Research with Purpose.

Adrian Gonzalez (Founder, Indago)