

Executive Summary

From reactive to proactive logistics



The Cost of Reactive Logistics

Reactive operations lead to:

- Emergency transport sourcing
- Inefficient routing
- Higher operational costs
- Service failures and customer dissatisfaction

Key figures:



\$184M

average annual cost of supply chain disruptions



up to 42%

higher revenue losses compared to proactive operations



59%

of companies report financial impacts from manual errors



The Problem

Most logistics operations still work in reactive mode, constantly responding to:

- Shipment delays
- Carrier failures
- Traffic disruptions
- Capacity shortages

Main causes:

- Fragmented data and systems
- Limited shipment visibility
- Manual coordination processes
- Lack of predictive capabilities

83%

freight leaders operate in a reactive mode



Key Enablers

Technology

- Advanced TMS platforms
- Predictive analytics & AI
- Real-time shipment monitoring
- Digital carrier integration

Operational Practices

Structured lane planning

Continuous carrier performance management

External risk monitoring (traffic, weather, ports)

KPI-driven decision making



What Proactive Logistics Means

Proactive logistics focuses on anticipating and preventing disruptions before they impact operations.

It is based on 3 core capabilities:

Visibility

knowing what is happening across the transport network, enabled by **supply chain visibility** tools and real-time data.

Prediction

identifying risks before they create disruption, leveraging **predictive logistics** and advanced analytics.

Action

making operational adjustments early enough to prevent impact, supporting efficient **transport optimization**.



Industry Example: VDL Systems

By centralizing transport management and improving real-time visibility, VDL Systems achieved:

- ✓ Faster issue detection
- ✓ Better warehouse and production planning
- ✓ Improved carrier coordination
- ✓ Transition from reacting in days to acting within hours



Main Barriers

- ⚠ Data fragmentation
- ⚠ Low carrier integration
- ⚠ Manual workflows
- ⚠ Organizational resistance to change



Key Takeaway

Proactive logistics is becoming a critical competitive advantage.

Companies who invest in:

- visibility,
- predictive capabilities,
- digital integration,
- and operational transformation

Will build more:

- resilient,
- efficient,
- scalable,
- and customer-focused supply chains.