

An aerial photograph of a busy port. In the foreground, a large cargo ship is docked, its hull a vibrant teal color. Numerous shipping containers in various colors—red, blue, white, and yellow—are stacked high on the ship and on the adjacent port infrastructure. Large yellow port cranes with long black booms are positioned along the docks, some with their arms extended. The port is situated next to a highway with multiple lanes and a railway line. The sky is clear and blue.

ORACLE

Survey summary

# Is Logistics at a Tipping Point for Cloud and Emerging Technology Adoption?

## Foreword

Relationships and support networks, both business and personal, are more important than ever. Organizations like yours are using data-driven insights to make smart decisions about their future. Access to timely information—and the ability to act on it quickly—has never been more critical. In that spirit, we want to share content that may be helpful as you plan your next steps, now and long term.

This survey report summary highlights the top logistics goals, challenges, and technology-investment priorities of supply chain professionals. While the survey was conducted prior to recent events, we think the findings are still—if not more—relevant. They reveal the most successful strategies and technologies for managing market changes and disruptions, and addressing acute logistics challenges, such as controlling costs, gaining real-time visibility, improving customer service, and increasing efficiencies.

We're here to answer any questions you have today—and we'll be here if you need to make changes to put your business on the right path for tomorrow. Please feel free to visit our [supply chain research hub](#), which contains many additional resources, contacts, and more.

Stay safe and be well.

**Joan Lim**  
Logistics Product Marketing Lead  
ORACLE

A small, solid red square with a white letter 'O' in the center. The 'O' is a simple, thin-lined character.

**Did you know that 70% of supply chain professionals see cloud solutions as a game changer, or carrying a significant or reasonable impact on growth? And that three out of four say investments in logistics technology will either increase or remain the same over the next 12 months?**

In a new research report sponsored by Oracle, Peerless Research Group (PRG)—on behalf of *Supply Chain Management Review* and *Logistics Management* magazines—surveyed supply chain professionals to get their views on logistics priorities and hurdles, and the benefits of cloud solutions and emerging technologies.

Findings indicate logistics is at a tipping point for cloud and emerging technology adoption. This paradigm shift is based on pragmatic reasons, driven by operational goals and challenges, and the limitations of existing on-premise and manual solutions.

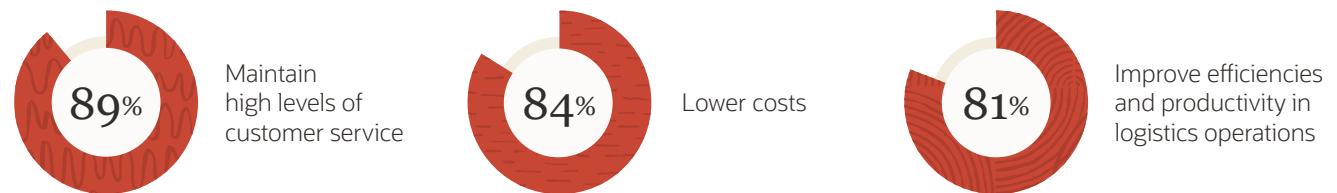
*“The cloud allows for solutions to be more easily adopted. We are able to more rapidly roll out applications both domestically and globally and enable quicker access to global information.”*

**Supply Chain Manager, Large Automotive Company**



# What's driving this tipping point?

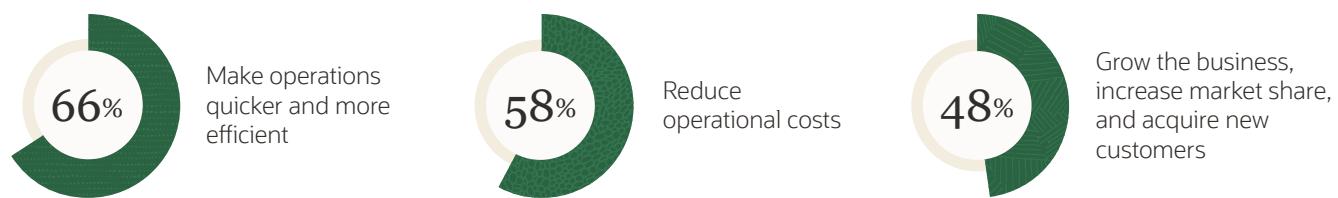
## Top logistics goals



## Top logistics challenges



## Top reasons for investing in new technologies

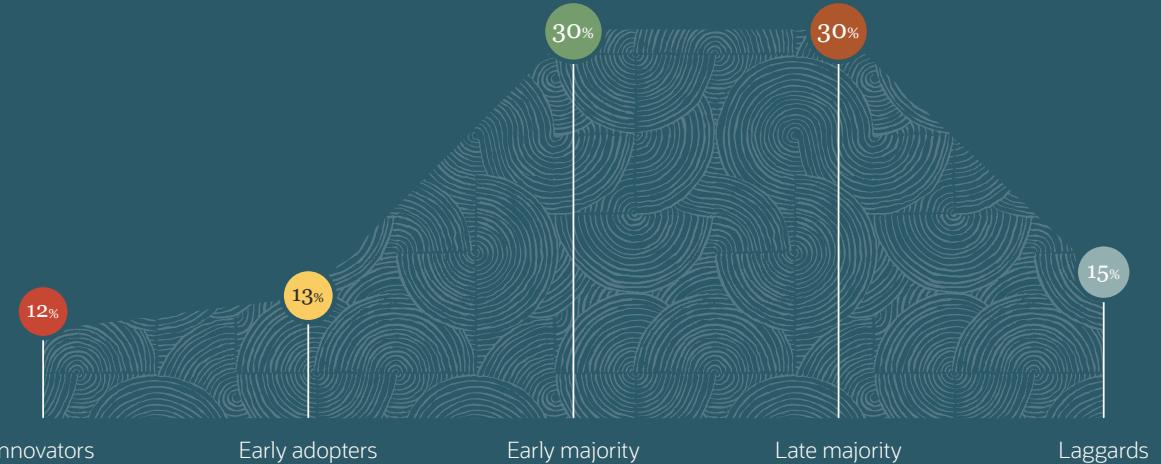


The survey shows that supply chain professionals are dealing with acute challenges in their logistics processes. Unfortunately, many respondents see their current level of operational capabilities as a key barrier to achieving their goals. To address these limitations, many plan to make key technology investments in the coming year.

## A pragmatic approach to technology adoption

While survey respondents are keen to lower costs and improve efficiencies, they are generally pragmatic about deploying new technologies to accomplish these goals. Most see themselves in the center of the technology adoption curve, willing to deploy solutions only after innovators and early adopters have seen proven benefits. But as customer satisfaction and logistics execution pressures mount, and as legacy systems increasingly hold key supply chain processes back, more organizations will switch over to cloud-based logistics solutions. Survey respondents recognize the value of these technologies as a means to growth and competitive advantage.

## Organizations as adopters of supply chain technologies

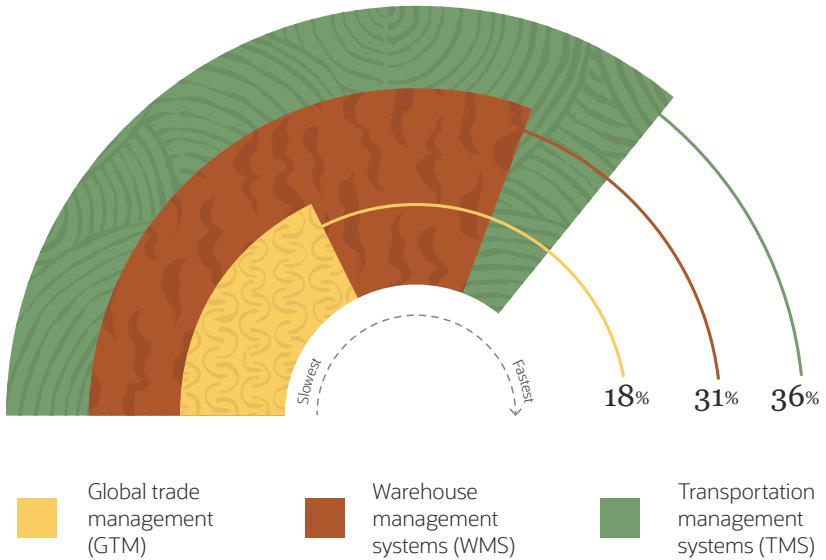


*“We are a global company working across multiple time zones. The cloud is the only way to stay real-time.”*

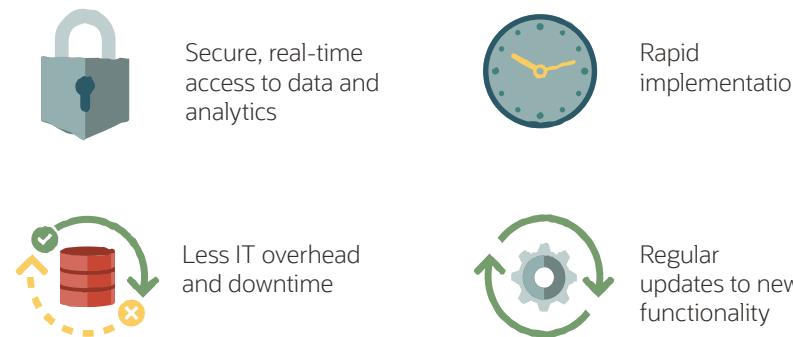
**Operations Manager, Midsize Industrial Packaging Company**

# Shift to cloud-based logistics

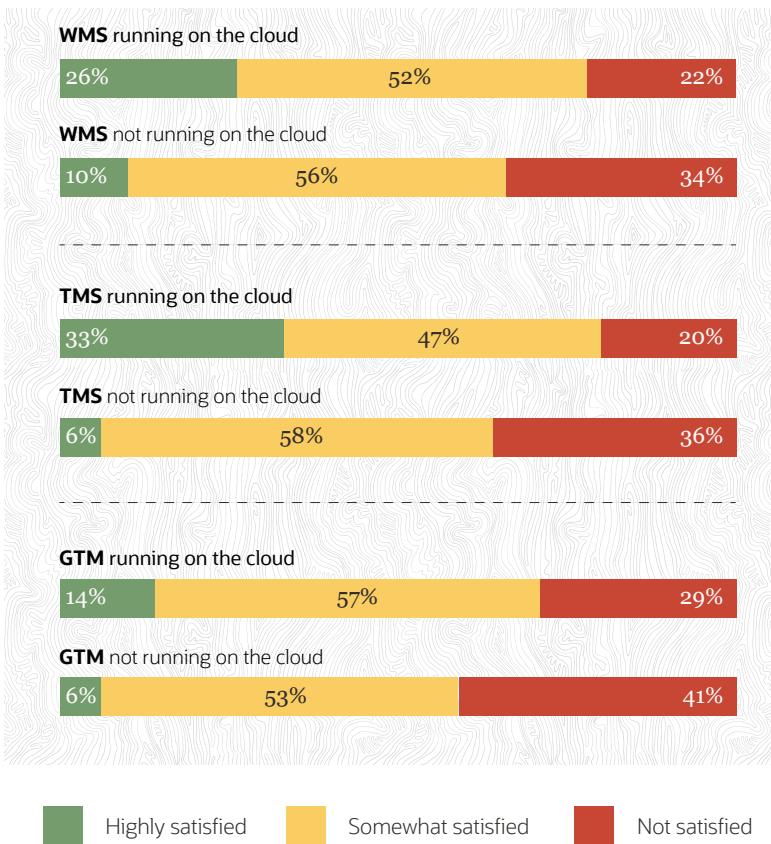
## Cloud adoption rates across logistics software



## Reasons for moving to the cloud



## Greater satisfaction with cloud solutions



Survey findings show supply chain professionals are primed to adopt cloud solutions that can address their most pressing logistics goals and pain points. Roughly 70% see cloud solutions as game-changing, significant, or reasonably effective at improving growth, and several respondents offer valuable insight as to why—from faster deployment to improved information access.

Across TMS, WMS, and GTM solutions, those with cloud deployments tend to be more “highly satisfied,” while those not on the cloud (either on-premise or manual) are more likely to be “not satisfied” or just “somewhat satisfied.”



## Why survey respondents see value in cloud solutions

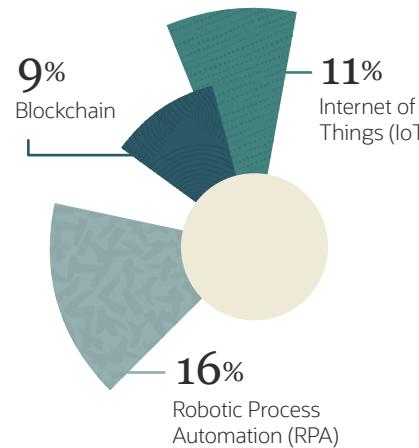
Most of the reasons respondents have for moving to the cloud correlate to their reported challenges and goals. Many report issues around customer service, cost control, visibility, and data analysis—issues which they often find too time-consuming and costly to address with on-premise and manual solutions. By contrast, cloud solutions deliver data in real time, provide frequent functionality updates, and offer OpEx pricing models help address these challenges directly.

*“[With cloud technology] it’s easier to capture real-time data between locations. There’s also less likelihood of losing information due to a local event.”*

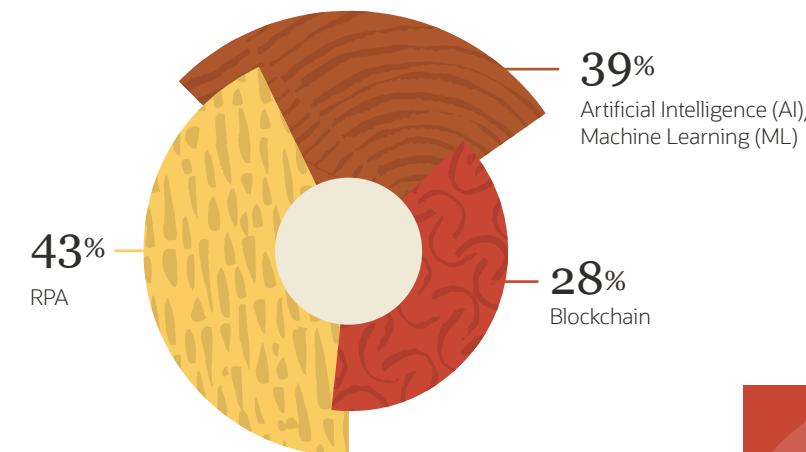
Warehousing Company Executive

# Views on emerging technologies

## Top emerging technologies in use



## Top technologies rising in importance over the next two years



## Key reasons for adopting emerging technologies



IoT

- Better integration
- Improved process efficiency
- Real-time reporting
- Greater visibility
- Improved communication



AI

- Automation implementation
- Predictive analysis
- Data-driven decision-making
- Shifting offshore manufacturing to onshore production
- Better inventory management



Blockchain

- Security
- Payment tracking
- Greater visibility
- Improved productivity
- Automation implementation
- Better accuracy and compliance
- Higher reliability and consistency



RPA

While the use of advanced technologies is still emerging, respondents clearly see these innovations becoming more important over the next two years. AI and blockchain, for example, currently have low adoption rates, but a relatively high percentage see these becoming “highly important” in the near future. The areas where respondents hope to apply advanced technologies align with their top logistics priorities identified earlier in the survey, such as reducing costs, improving visibility, and increasing process efficiencies.

## Emerging technologies defined



### Internet of Things

IoT refers to connected sensors and devices that automatically share data, making it easier to track shipments and faster to identify potential errors and issues.



### Artificial Intelligence

AI applies machine learning to execute tasks smartly, enabling more-agile and informed supply chain decisions, such as predicting lead times and rerouting in-transit goods to warehouses.



### Blockchain

Blockchain uses a record of transparent and controlled transactions stored across the network to ensure data is not compromised, acting as a “single source of truth” for suppliers, partners, and customers.



### Robotic Process Automation

RPA uses software robots and AI to automate routine work processes that are carried out manually, minimizing errors and anomalies.

“We currently leverage artificial intelligence for product selection for our customers, and for better utilization of our available inventory when selecting subscription/gift boxes for customers.”

Operations Manager, Midsize Etailer

## Get the bigger picture

Download the full study to learn more about the challenges that supply chain and logistics professionals are experiencing, and why logistics is at a tipping point for cloud and emerging technology adoption.

[Read the survey report](#)