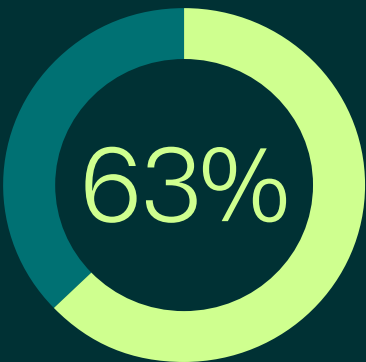


# 7 strategies to bridge the logistics data gap



Data is the lifeline of logistics operational excellence. Yet, 63% of frontline employees lack real-time operational insights<sup>1</sup>, creating critical performance barriers.

## Turning technology into operational impact

Technology has the potential to transform workflows by breaking down data barriers. Logistics organizations can empower employees to overcome operational challenges by:

### Auditing data accessibility

Map information flows and eliminate access barriers.

### Integrating data systems

Use middleware and APIs for seamless real-time data flow.

### Investing in user-friendly interfaces

Deploy intuitive dashboards and mobile apps for easy data access.

### Offering training and digital literacy programs

Enhance workers' confidence in using and interpreting data.

### Cultivating a data-driven culture

Promote cross-departmental knowledge sharing and collaborative insights.

### Creating feedback loops

Enable and encourage employees to leverage feedback loops for continuous improvement.

### Ensuring security and compliance

Implement robust data protection measures and regular security audits.

"Collaboration and sharing data are critical to success. Data allows your team to make holistic and transparent decisions."

- Travis Eide, IDC's research Director of transportation and logistics

## Want to dive deeper into these strategies?

Watch this [on-demand webinar](#) and read this [blog post](#).

<sup>1</sup>Logistics evolved: A tactical guide to exploring tech innovation | Unisys