

## How can Transportation organisations benefit from Digital Transformation?

Global reach, evolution of technology and the world of ‘information everywhere’ has opened up opportunities for the transportation industry to become more efficient, user-friendly & flexible. But to embrace digital transformation fully within an organisation, and making it a USP of the business could open up a world of possibilities. Whether the organisation operates on land, sea or air, whether the goods are cargos or passengers, digital transformation could see businesses elevate themselves to a whole new plane of operations, leaving competitors in their wake.

Broken down, here are 5 benefits of digital transformation in transportation:

**1. Cost Savings.** A recent report by Ocean Audit Inc. showed that the shipping industry was losing US \$684 Million a year in human error alone. The report blamed lengthy telephone transactions via account managers hindering booking and ultimately invoice accuracy. Commercial transportation organisations could revolutionise their business by running it more like a domestic airline, with automated processes and transactions, giving internal and external users’ access to schedules and rates, reducing margin for error and ultimately, costs.

**2. Accuracy.** The nature of the transportation industry means that organisations are intrinsically linked with multiple networks, stakeholders, and as a result – complex data. Digital tools make connecting networks & users with complex data a painless process, allowing parties to access more accurate information, in a timelier manner.

**3. Access.** Enterprise-level transportation industries naturally, operate globally, and on-the-move which means access to information needs to have no restraints. Given the rise of smartphones & tablets, and the use of multiple devices to complete a task, access now also means ensuring that users have this ability across any device they choose to use. Digital Tools can be developed ‘API first’ – meaning they are naturally adaptive and responsive to multiple devices, but also future-proofed for the next generation of technology.

**4. Efficiency.** Efficiency is the ultimate effect of digital transformation. With better access to accurate information, errors are reduced and workflows significantly improved throughout every part of the business.

**5. Business Intelligence.** Digital Tools can draw together the back end of complex systems and data, and the front end of user-operated interfaces. Combined, this potent mix of information can be harnessed to provide true business insights, feeding directly into overarching strategic direction.

With the introduction of things such as RFID, GPS, or sensors, transportation and logistical infrastructures and networks are inevitably becoming more digitally enhanced every day. There is a growing need for all transportation organisations to ensure their services are able to utilise these developments, just to keep up with daily operations. But by actually embracing digital transformation across the board in business operations, transportation organisations can help gain and sustain competitive advantage.

The bottom line is that digital tools can help businesses to share information more effectively, accurately, and quickly. By giving internal & external user’s digital tools to access services, supply chain efficiency for all parties can be significantly improved. And by embracing digital tools, internal efficiencies can be streamlined, and costs reduced.