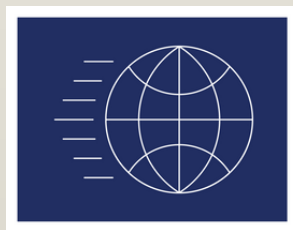




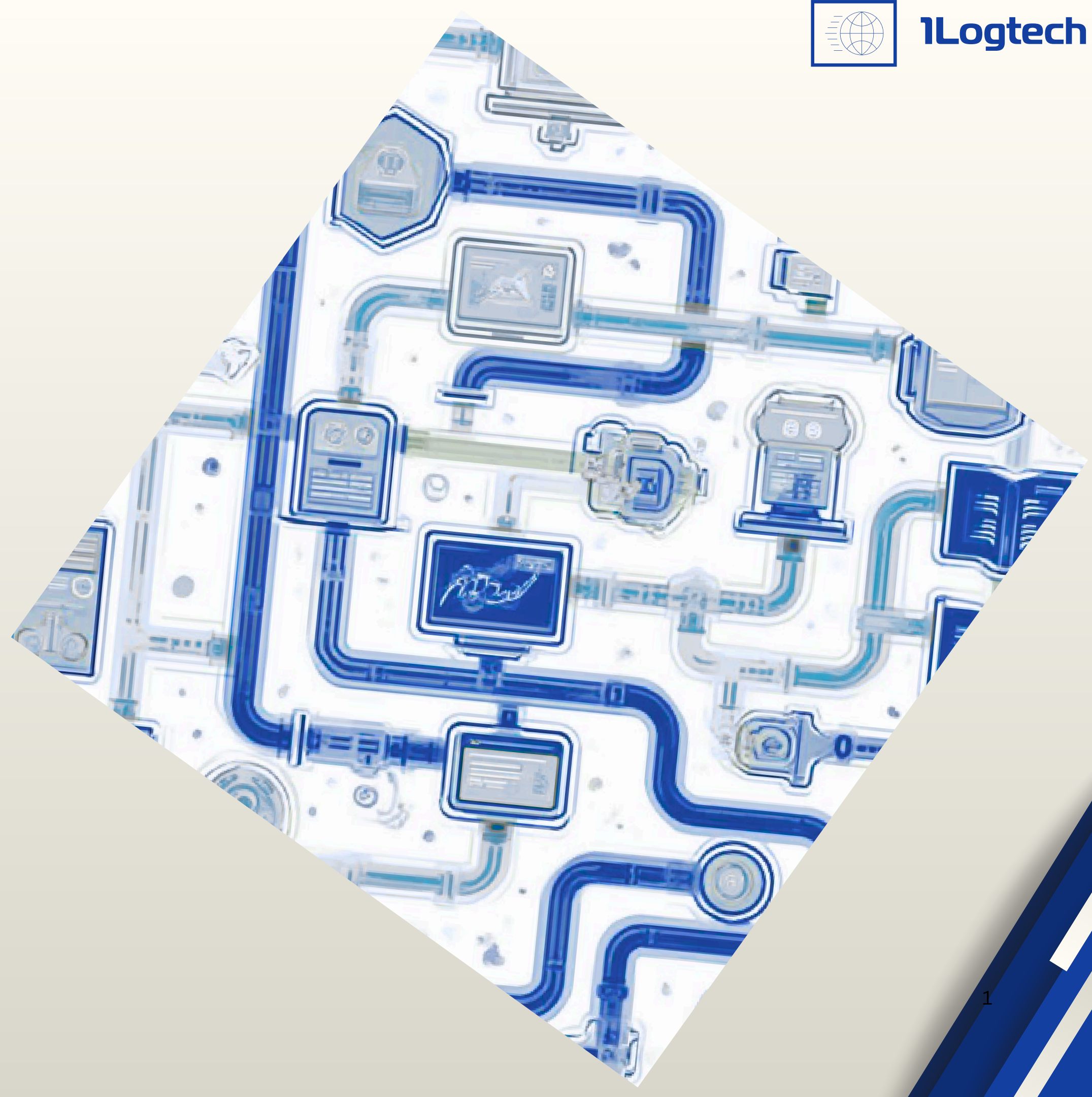
Top Integration Challenges

that block Logistics Operations



1Logtech

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Introduction

Integration challenges are barriers blocking onboarding new business, efficient operations and improved margins. The problems are both macro and micro in nature.

Use the following pages to diagnose your issues and take action to remove integration barriers.





Three Key Integration Challenges

Every supply chain company faces integration challenges and this is nothing new. Today, industry pressures, regulatory challenges and the rise of AI demand action to remove integration barriers. Competition requires driving efficiency and productivity to maintain margins in the face of increasing costs. Regulatory challenges require agility to find, acquire and integrate to new partners. AI requires clean, complete data for analysis and action.

A survey of common logistics integration challenges identified three towering barriers:

1 Technology Stacks

2 Partner Capabilities

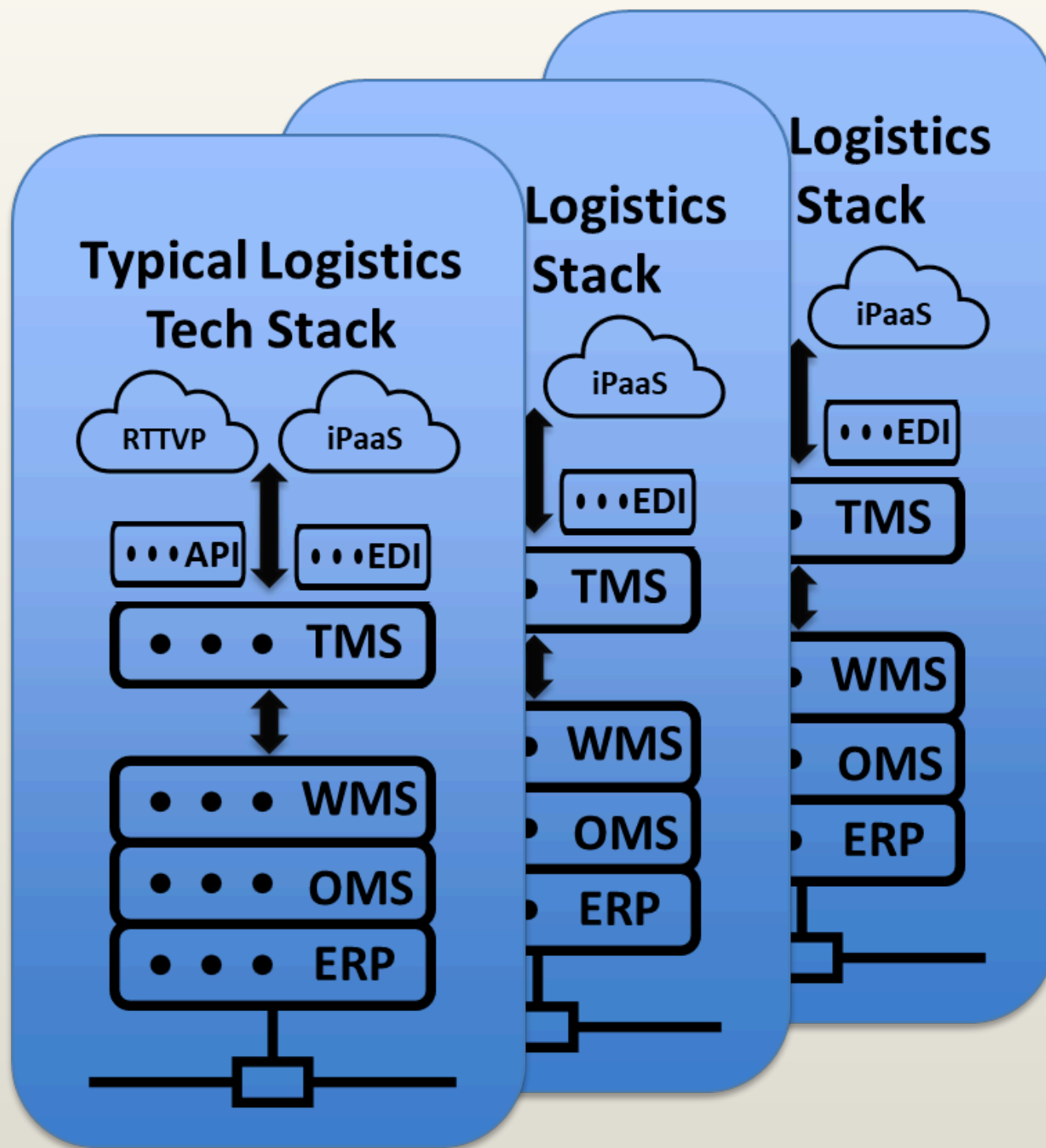
3 Data

1

Technology Stack

Your tech platform and your partners platform can block results





Your Tech Stack and Your Partners are Integration Challenges

Own Tech Stack

Your tech stack includes all applications and infrastructure supporting your business operations and processes.

Partner Tech Stack

Partner stack refers to carriers, shippers, logistics service providers, and freight systems working alongside your own systems.

Integration Challenges

Disparate tech doesn't play well together. It is difficult to exchange data and automate workflows.

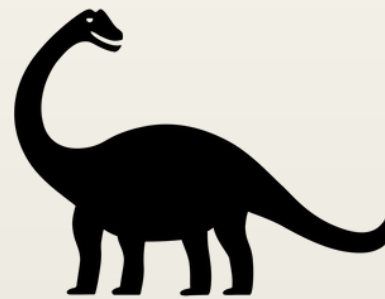
Integration Challenges with Your Tech Stack

Block Growth, Cost Time and Resources



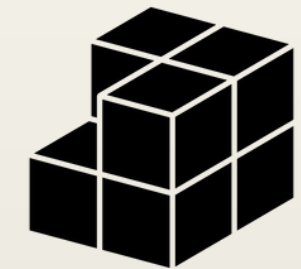
Complexity

Multiple core systems (ERP, TMS, WMS) increase complexity. Integration costs are multiplied and upgrades are costly.



Legacy Tech

Outdated tools (EDI, SOAP) are hard to use,, don't play with other tech and are costly to maintain.



Partial Coverage

Network visibility (RTTVP) doesn't cover all carriers. Modern LTL APIs (eBOL) are not available. Ops Team drops back to paper bills and check calls.



Resource Shortages

Shortage of EDI, API developers leads to onboarding delays, poor service and increased costs.



Financial Constraints

Contract terms based on endpoints and message volume cause budget overruns and constrain growth

Integration Challenges with Legacy Systems



Legacy Systems

Legacy systems are not cloud native and can't easily scale, complicating modern integration efforts that need real-time not batch updates.

Integration Challenges

Systems may require upgrade fees to access APIs, blocking business needs and adding unplanned costs.

Data Normalization Issues

Legacy systems configuration may be limited, making data normalization difficult.





Resource Challenges

Development Backlogs

Systems and vendors can't start projects due to backlogs, delaying completions by months.

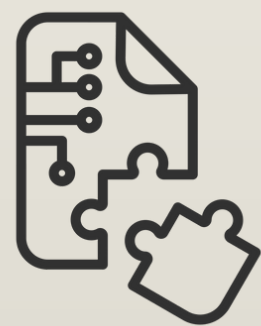
Slow Upgrade Processes

System upgrades drag out due to resource shortages and unexpected issues.

Skill Shortages

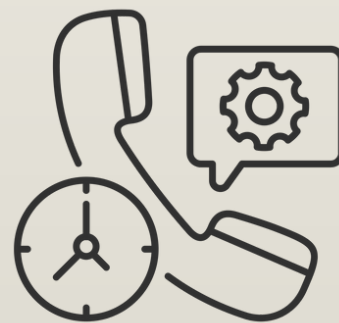
EDI and API developers are in short supply. Integration projects are not prioritized.

Vendor Limitations and Support Frustrations



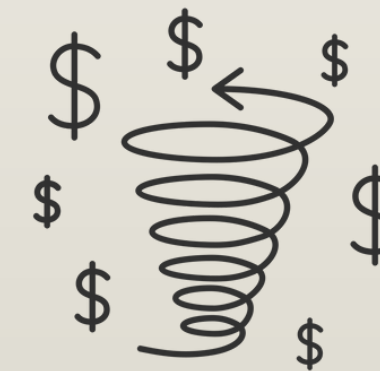
Data Coverage Gaps

Network vendors claim extensive partner coverage but often miss critical data sources needed by users.



Support Responsiveness

Users experience long delays waiting for Support after submitting tickets and log files for troubleshooting.



Rising Internal Costs

Poor vendor service and coverage issues increase internal costs as Operations keys data and calls carriers to gather missing data.



2

Partner Capabilities

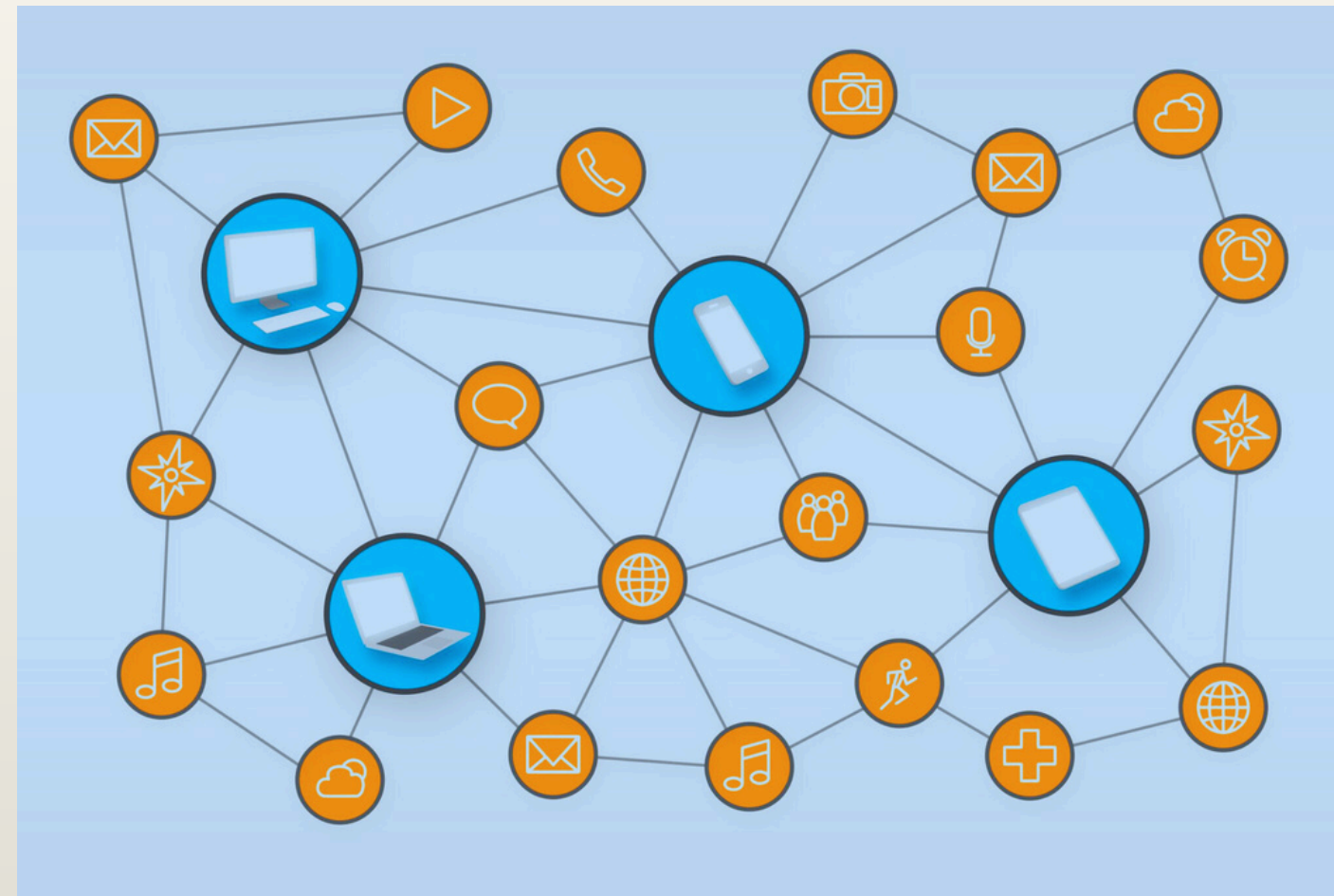
Clean Complete Data is Key to Efficient Operations



Partner Tech Diversity results in Integration Challenges

Partner Tech Stack Variety

Diverse systems including ERP, WMS, TMS, audit, freight payment, brokers, and insurance software challenge your integration capabilities.



Integration Complexity

Point-to-point integration is costly to maintain.
Network solutions are inflexible and often
backlogged.

Data Quality Challenges

RTTVP (Real-Time Visibility) data is suspect due to polling and predictive assumptions. Data is not normalized to your needs.



Enterprise Shipper System Complexity blocks Integration

Complex Enterprise Processes

Enterprise shipping processes can be surprisingly complex, involving many variables and steps.

Challenges in Automation

Automated processing is difficult due to multiple API options for seemingly simple tasks such as updating a purchase order. Multiple API calls are needed to get or post data.

Limitations of AI Agents

AI Agents will struggle to complete automation tasks when no manuals or models are available. Manual steps in the UI are not available via API resulting in trial and error development.



Partners lack Technical Capability

Limited Technical Capability

Partners may lack the advanced technology needed for seamless electronic integration despite willingness.

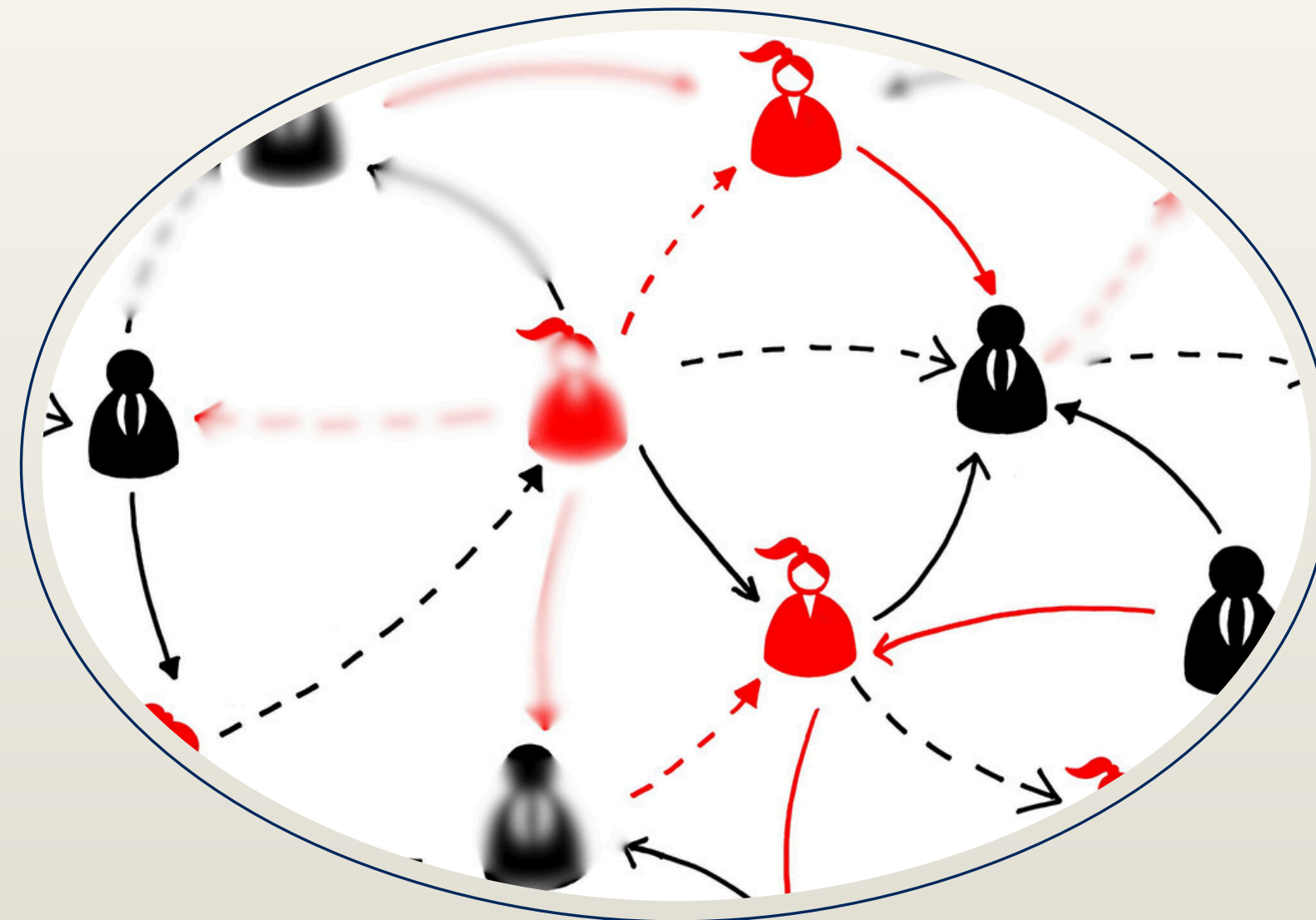
Integration Challenges

Typical integration methods such as EDI or API are ineffective when partners lack modern tech infrastructure.

Missing and Inaccurate Partner Data

Missing Data Challenges

Partners can omit reference numbers. Status updates may be missing or late. The result impacts customer commitments. Control Tower visibility is reduced.



Inaccurate Data

Network Visibility providers poll carriers. They may send extrapolated data that is not factual, leading to faulty decisions.

Continuous Coaching

Ongoing regular outreach is needed to coach partners to comply with SOPs and provide accurate data consistently. Situation does not improve over time.



3

Data is a Challenge

Clean Complete Data is Key to Efficient Operations



Dirty Data Blocks Productivity



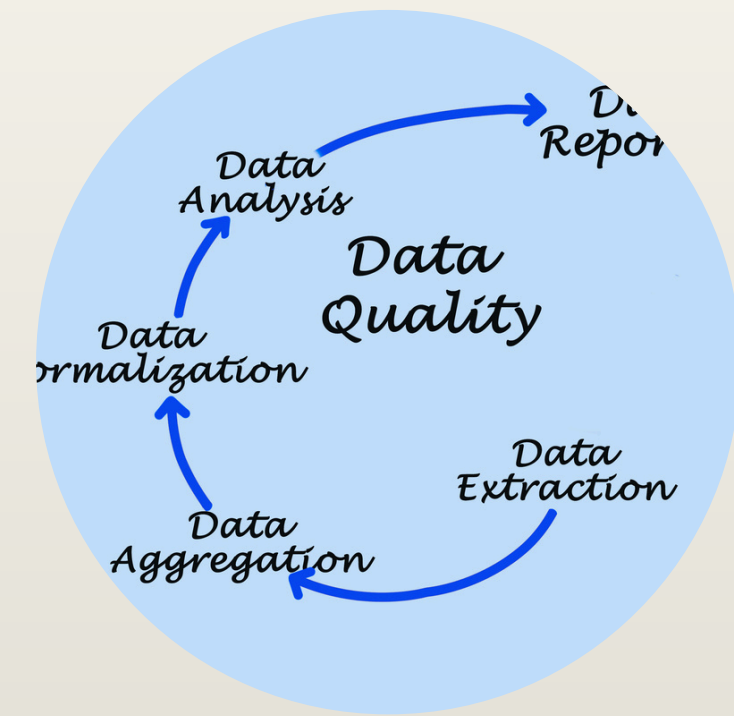
Definition of Dirty Data

Dirty data refers to inaccurate, incomplete, or inconsistent data. When data is unreliable then systems become unreliable



Impact on Decision Making

Poor data quality results in wasted time, poor load consolidation and customer service failures. Symptoms include multiple visibility solutions, check calls and overtime



Challenges in Data Management

Dirty data requires significant effort to mitigate. Operations productivity suffers. Control Towers are ineffective when data is missing or dirty

Common Data Issues

Time Format Variations

Inconsistent formats commonly cause processing failures. Missing Time Zones can result in faulty status reporting.

Code Set Challenges

Discrepancies in code sets and lookups create data mismatches and reduce data quality. State codes vary frequently.

Field Length Limitations

Field length restrictions may truncate data, causing incomplete or corrupted information. Names of companies, places, people may be longer than expected.

Missing Reference Fields

Reference fields are required to match orders and shipments. Volume references are critical to cube calculation.

Data Completeness Issues

Unintegrated systems and partners limits Control Tower success. Operations keys and calls to fill the gap.

Data Normalization and Standardization

AI Value Realization

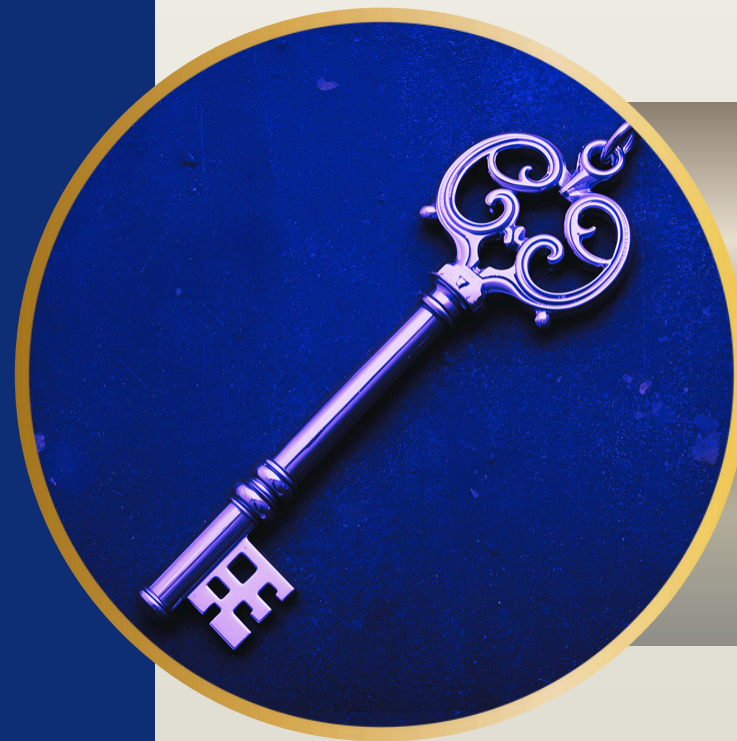
Normalized and standardized data is essential to unlock full value from AI and analytics investments.

Standards are Not Standards

Current EDI and API systems lack uniform standards, complicating data integration and processing.

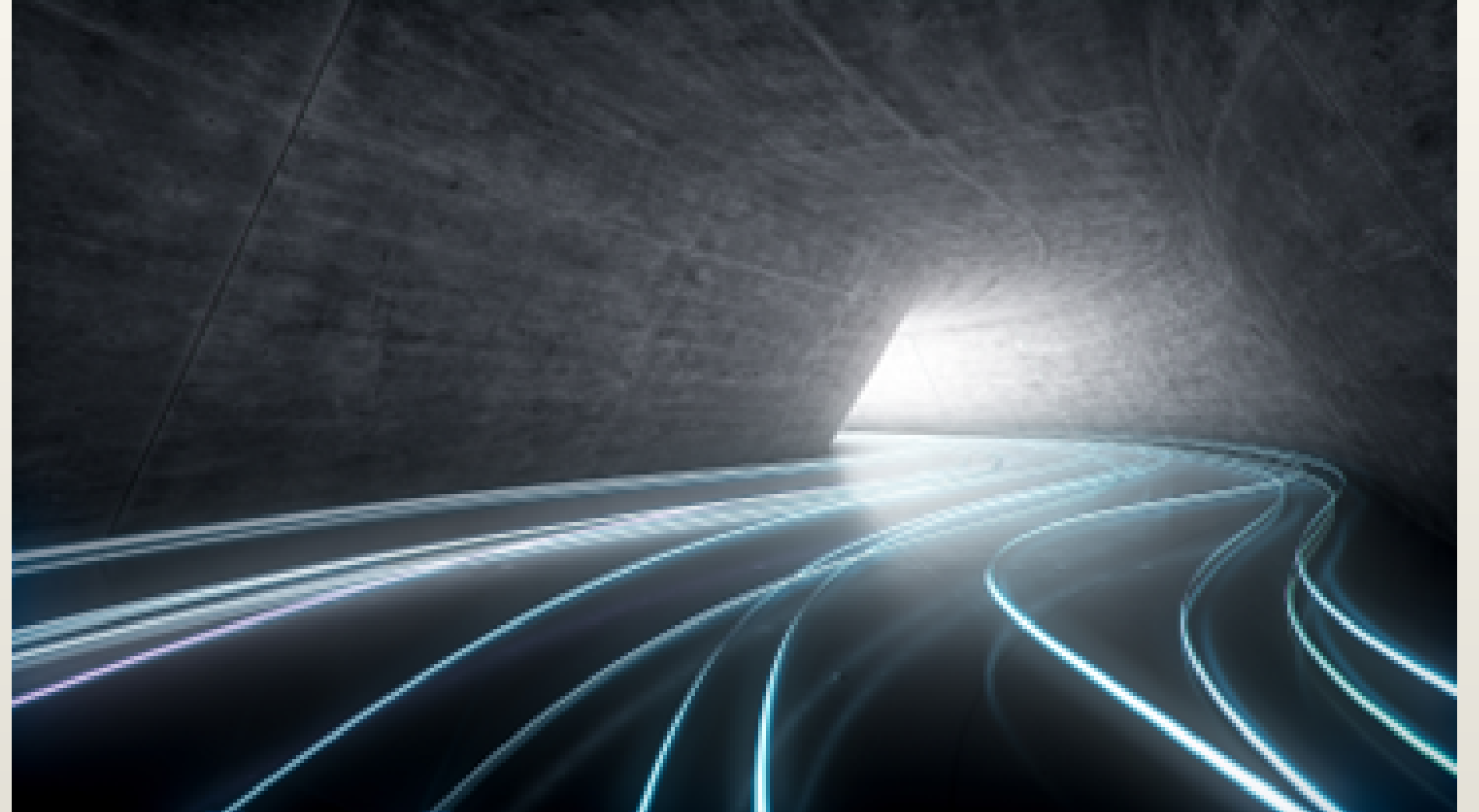
TMS and Predictive Analytics

Data normalization is essential to reap the full value of Transportation Management Systems and predictive analytics



**The Key to Success
Standardize Data First**

Practical Solutions to Integration Barriers



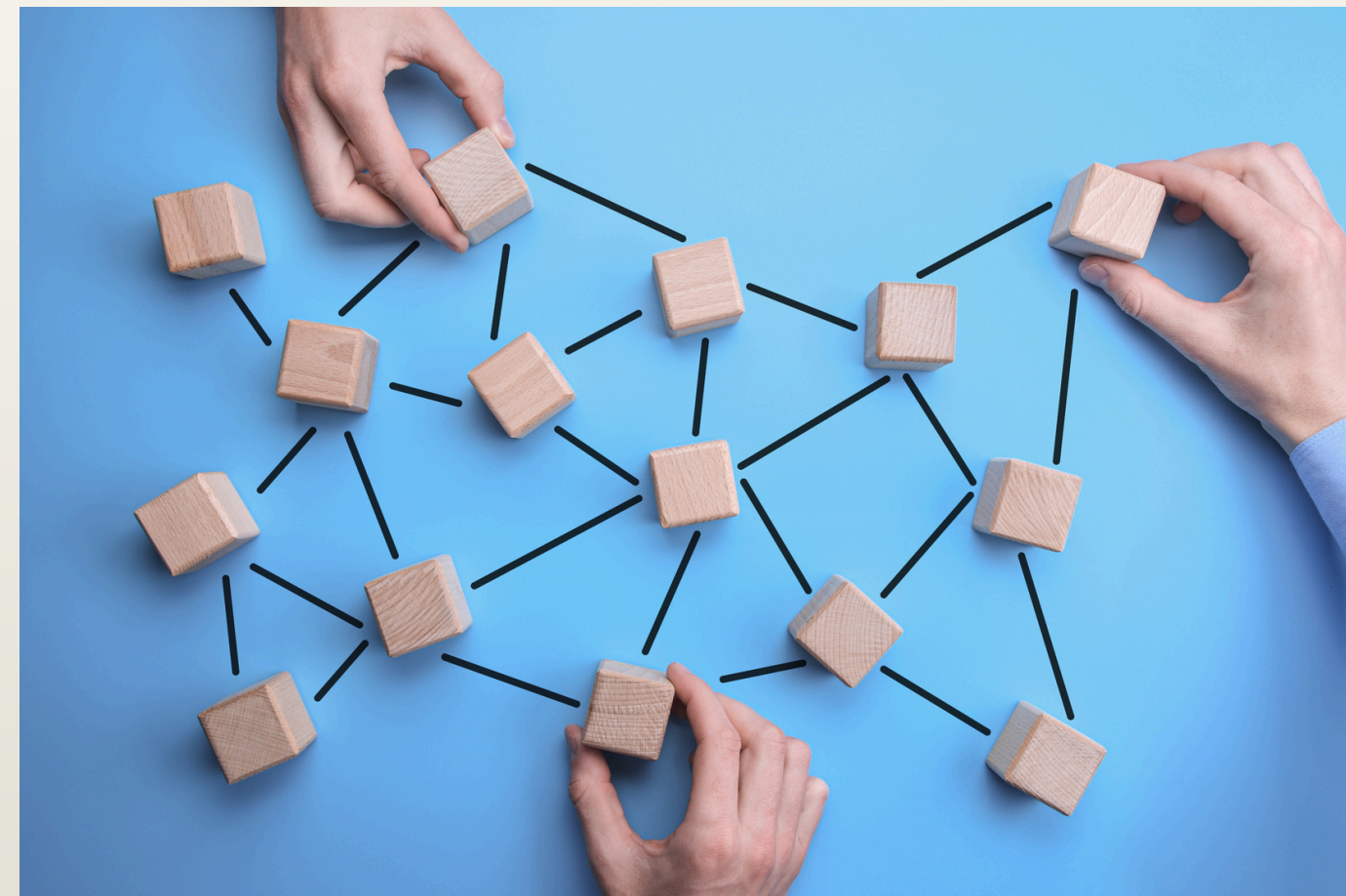
Simple Steps to Accelerate Integration with 1Logtech



Fill Integration Gaps. Connect Every Carriers

Supplement Existing Integration Products

Add LTL APIs without changing your existing technology stack, ensuring seamless integration.



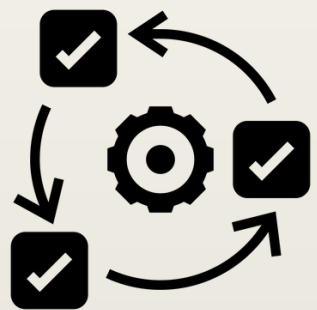
Comprehensive Carrier Connectivity

Connect every carrier using multiple methods including EDI, API, and app-less messaging for those with varied capabilities.

Simplifying EDI Processes

Replace complex legacy EDI with an easy-to-use solution that allows analysts to create their own EDI integrations without programming.

Get Agile. Don't Code. Configure.

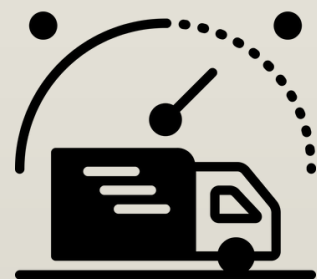


Adopt an Agile Approach

Take direct control of integration. Get out of the external provider project queue.

Get Data Faster

Gain accurate data quickly. Avoid delays caused by waiting for a developer.



Implement Now

Add and use integrations immediately without waiting for promotion cycles or lengthy onboarding.



Clean, Complete Data

Correct Invalid Formats

Fix formatting issues such as length or type to clean and correct data accurately.

Normalize Data Values

Convert partner data codes such as status codes and time zones into your preferred values.

Use Simple Formulas

Work smart by using simple formulas to correct data. No coding needed.

Get Proactive

Ask the carrier for missing data. Automate your SOP.



Capability should align with Your Business Model



Business-Centric Pricing

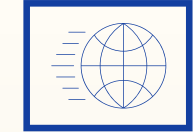
Choose contracts that price based on shipment volume. The impact on margin should be completely clear.

Avoid Hidden Costs

Steer clear of message/endpoint/core based pricing. Ditch upcharges for connectors. Eliminate services fees.

No-Risk Pricing

Ensure product fit first. Use POC to confirm capabilities in production. Be confident.



Affordable, Impactful Steps Improve Business Outcomes

Tackle Integration Challenges

Target high-value integration challenges. Onboarding too slow? ERP automation needed to reduce errors? Carrier connectivity gaps creating service issues?



Operate Efficiently

Leverage automation to retire manual, error-prone data entry. Free up operations to manage freight. Save 4-8 hours per team per week.



Affordable Incremental Steps

De-risk switching integration vendors with no-risk POC. Let us own the risk. Switch with confidence. 1/10th the cost of legacy EDI and API

Power Your Control Tower

Get 100% Carrier Connectivity and Compliance with your SOP. Use visibility to deliver improved service quality.



Conclusion

Complex Challenges

Integration challenges are diverse and multifaceted, requiring thorough understanding for effective management.

Practical Solutions

Using a modern, simple, AI-Driven Connectivity platform will accelerate onboarding and automate complex workflows.

Improved Outcomes

Effective integration enhances data quality and drives improved business results by lowering operations and technology costs.

Contact us for a No-Risk POC. Transform dev-centric integrations to ops-lead configurations.



THANK YOU

info@1Logtech.com
www.1Logtech.com

