



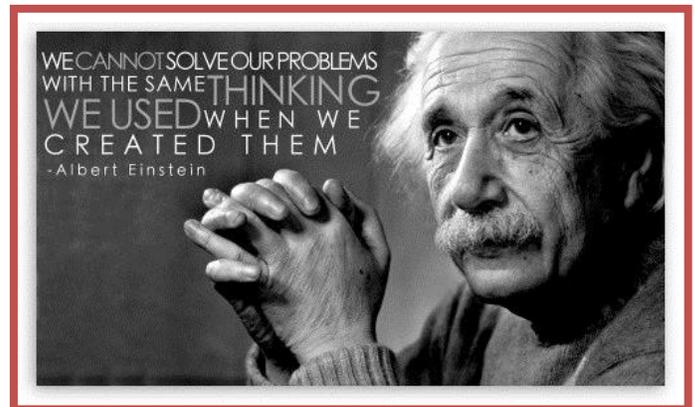
data 2 logistics

SHIP SMARTER AND SAVE

DISRUPTION IN THE SUPPLY CHAIN

Albert Einstein may not have given much thought to the supply chain environment in his day but his approach to solving problems is as applicable today as it was then. As seen in the quote below, he cautions not to try to solve a problem with the same thought process that has actually brought you to the position you are in today. In today's terms we call this disruptive thinking. It is not an approach that is taken frequently enough in the Supply Chain environment. Why you ask?

First off, most folks are by nature conventional. They go the flow rather than be bold and buck the tide. They are afraid of failure, rejection of their thoughts and the potential for corresponding pain that comes from taking the less traveled path.



To think out of the box you must be bold.

Challenge the traditional thought with questions that begin with *how*, *which*, *why* or *if*, questions which will stimulate alternative thinking rather than generate the same old responses. Think **how** can you help carriers reduce their costs, **which** of our products are the most expensive to move, **why** can't we gain better visibility to improve the management of our transportation costs, **if** we reduced our private fleet can we still achieve the same service levels and lower cost. Remember that playing it safe reduces opportunities.

Forget about what others think. Step outside of your comfort zone. Just going to market and staring down your carriers to get lower rates is suboptimal, so try something new. Ask for an independent current state assessment of your transportation environment. Taking that first step in seeking help is always difficult. However, the payback from such a disruptive initiative can be much more than you would imagine.

Data2Logistics Professional Services team has built a reputation for success by being disruptive. We ask the questions that others won't. We create unique views of analytics to stimulate opportunities. To learn more about how we can help you take a fresh approach to improving your bottom line, contact Harold B. Friedman at harold.friedman@data2Logistics.com or 609 577 3756.