Revolutionizing Mid-Market Supply Chain Growth

The Power of AI-Integrated TMS and WMS Platforms

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The Mid-Market Revolution

"The supply chain industry is undergoing a transformation and mid-market companies are at the heart of this revolution.

Traditionally overlooked, these growing enterprises now face unique challenges: increasing customer expectations, expanding operational complexity, and tightening budgets. Yet, they are often equipped with outdated, siloed systems ill-equipped to handle modern supply chain demands.

In this ebook, we'll explore how an integrated, AI-powered platform built specifically for mid-market businesses is reshaping logistics from transportation management (TMS) to warehouse operations (WMS) to deliver the agility, efficiency, and insight needed to thrive in today's dynamic environment.

The Growing Pains of Mid-Market Supply Chains

Mid-market businesses typically with **$10M to $1B in annual revenue,** occupy a critical space in the global economy. However, as these companies grow, so do their supply chain complexities.

Common challenges include:

- Fragmented legacy systems
- Manual processes and spreadsheets
- Lack of real-time visibility
- Difficulty scaling operations
- Rising transportation and warehousing costs

According to a 2024 Deloitte report, over 63% of mid-market supply chain leaders say their systems are not adequately integrated, and 58% report a lack of real-time data as a barrier to agility.

Why Traditional TMS & WMS Systems are Failing Mid-Market Businesses

Legacy systems were not designed with the mid-market in mind. They often require:

- Expensive IT resources

- Long implementation times

- Complicated integrations
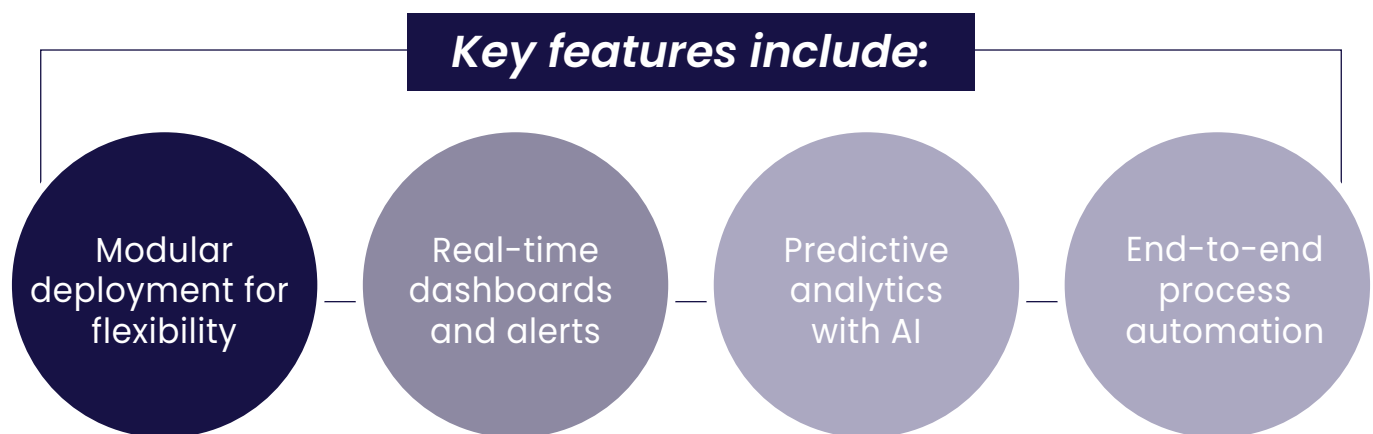
- High maintenance costs

"By integrating reefer data and driver workflows, they reduced loading delays and costly misroutes, while gaining operational visibility across key distribution centers."
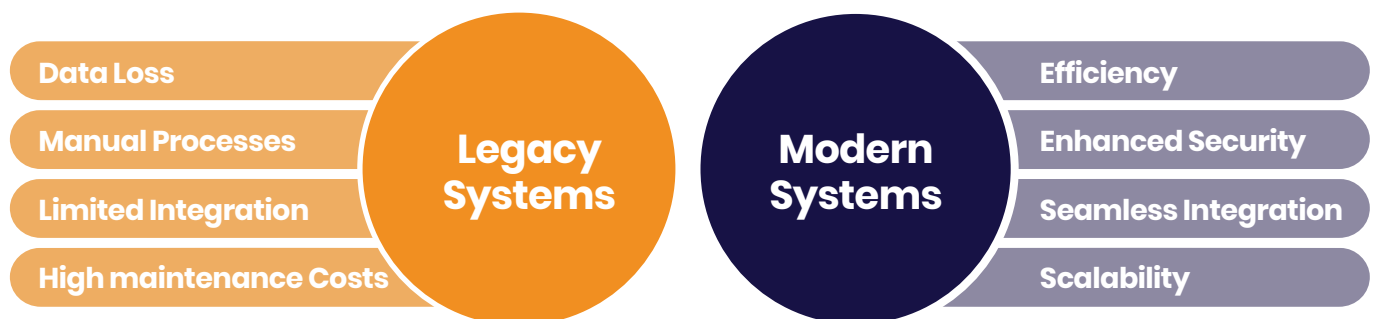
IT Director
Wholesale Grocers

The Rise of Integrated, AI-Driven Supply Chain Platforms

Enter the next generation of supply chain management: integrated platforms that combine TMS, WMS, and AI into a single, seamless environment tailored to mid-market needs.

Key features include:

- Modular deployment for flexibility
- Real-time dashboards and alerts
- Predictive analytics with AI
- End-to-end process automation

Legacy Systems VS Modern Systems

Legacy Systems
- Data Loss
- Manual Processes
- Limited Integration
- High maintenance Costs

Modern Systems
- Efficiency
- Enhanced Security
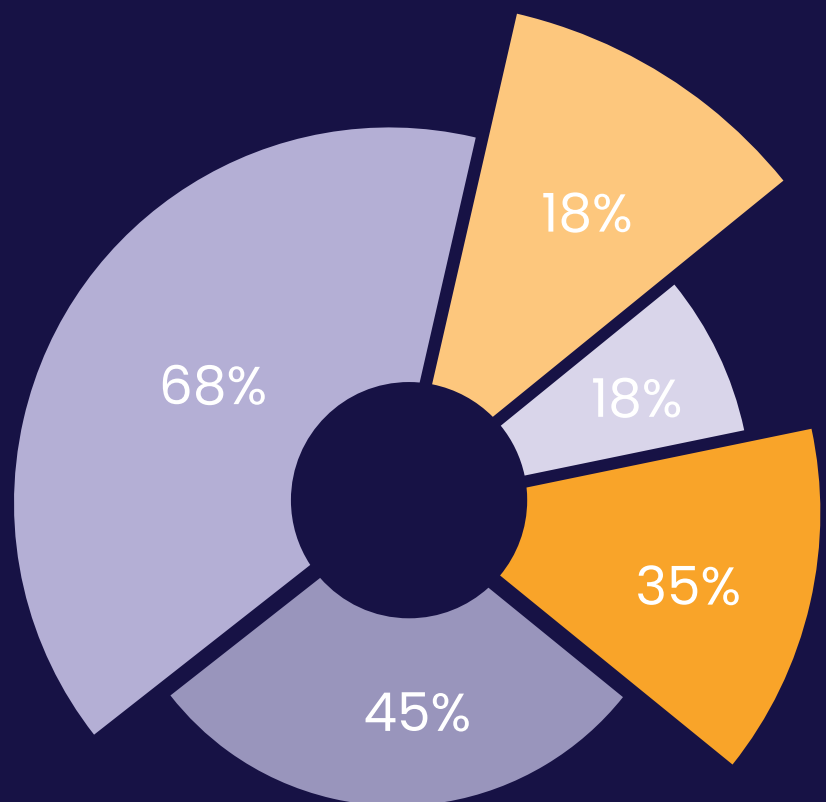- Seamless Integration
- Scalability

This unified approach breaks down silos, enabling smarter decisions and faster execution.

SCOTI AI Agent: The Brain Behind Smart Supply Chain

At the core of this new ecosystem lies SCOTI, an AI-driven agent that acts as the intelligent orchestrator of your supply chain.

SCOTI Delivers:

1 Predictive insights (e.g., forecasting demand spikes)

2 Automated exception handling (e.g., rerouting shipments)

3 Optimization suggestions (e.g. reducing dwell times)

18%

68%

18%

35%

45%

SCOTI identified that one of our routes was 15% more expensive than alternatives. With one change, we saved $80K annually.

Real-Time Visibility and Data-Driven Optimization

Modern supply chain success depends on visibility knowing what's happening, where, and why. Integrated platforms provide a unified view across all operations.
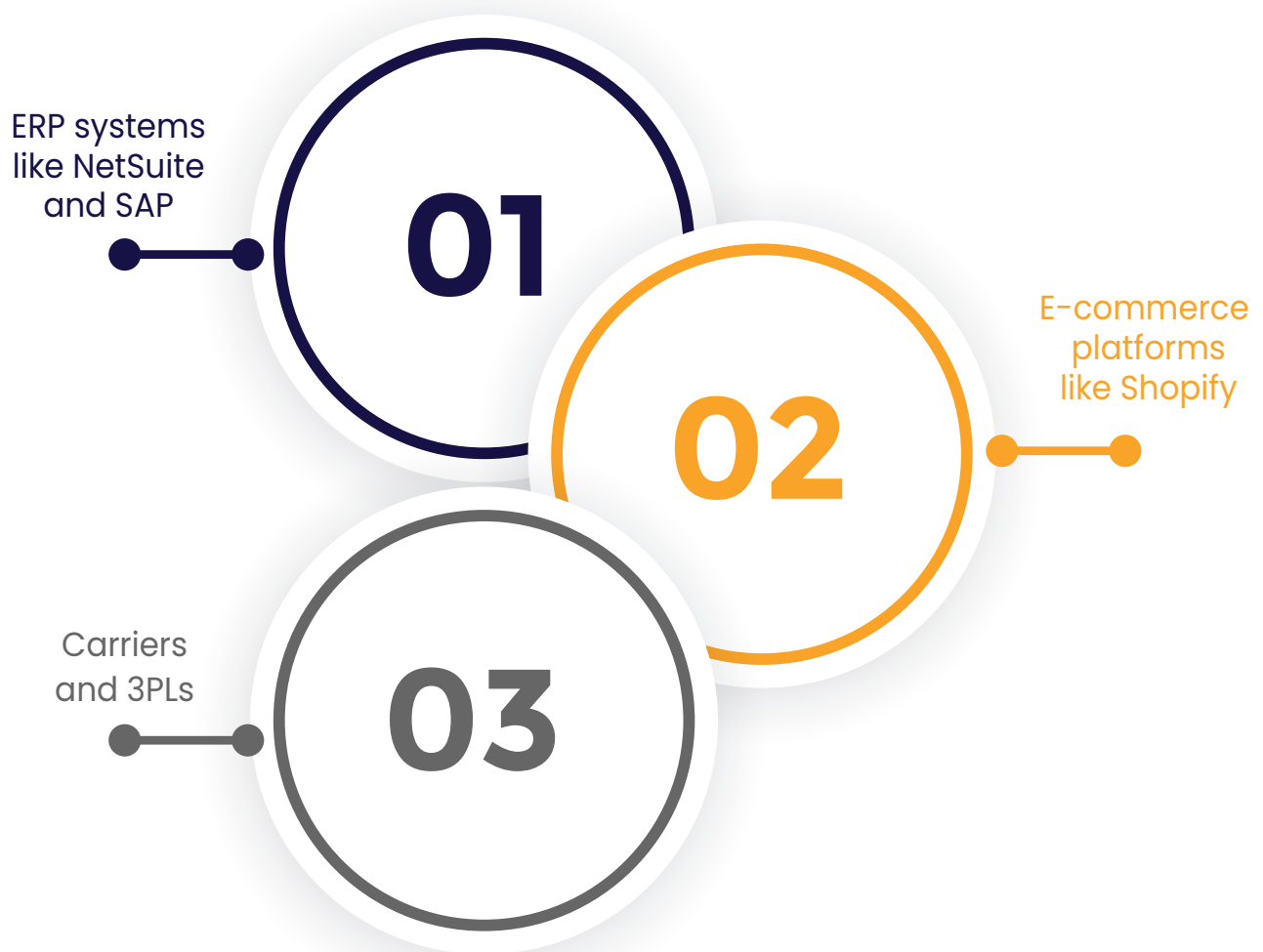
Benefits include:

- Tracking shipments live
- Monitoring warehouse efficiency
- Spotting issues before they escalate

Data is no longer just a report, it's a real-time decision-making tool.

Seamless Integration: Connecting the Dots Across Operations

Mid-market companies often operate with a mix of ERPs, shipping tools, and manual workflows. Our platform offers plug-and-play integration with:

ERP systems like NetSuite and SAP

01

E-commerce platforms like Shopify

02

Carriers and 3PLs

03

No more data silos. Just one source of truth.

CSCS

Customer Success Stories & Use Cases

Case study 1:

Improved cost efficiency by 25%

A leading North American freight forwarder improved cost-efficiency by 25% and reduced delivery delays by 30% through a robust system integrating rate optimization, dynamic quoting, and real-time container tracking. Their multi-modal strategy and automated workflows streamlined operations across ports, rails, and final delivery points, enhancing customer satisfaction and competitiveness.

Case study 2:

Reducing Data Sync Delays by 70%

A top engineering firm in Saudi Arabia streamlined 40+ integration touchpoints between Oracle Fusion and Primavera using our Integration Platform, eliminating manual entry errors and reducing data sync delays by 70%. Real-time updates and customizable workflows enhanced project accuracy, resource planning, and scalability for future financial integrations.

Case study 3:

Improved outbound efficiency by 35%

One of the largest Wholesale Grocers in North America improved outbound efficiency by 35% using our Dispatch AI to digitize dock scheduling, monitor door activity, and surface real-time alerts. By integrating reefer data and driver workflows, they reduced loading delays and costly misroutes, while gaining operational visibility across key distribution centers.

The ROI of Unified Supply Chain Intelligence

What's the return on investing in a unified platform?

20–30%
Reduction in logistics costs.

2x
Improvement in order accuracy.

40–60%
Faster fulfillment cycle times.

Integration

Visibility

Optimization

CSCS
SCOTI

Future-ready mid-market companies must:

Embrace AI and automation	**Integrate systems for real-time insight**	**Integrate system for real-time insight**

The right platform doesn't just solve today's problems, it prepares you for tomorrow.

Supply chains don't have to be chaotic. With an integrated, intelligent platform built for mid-market needs, businesses can gain clarity, control, and a competitive edge.

This is more than a tech upgrade. It's a transformation.

Are you ready to reduce costs, boost efficiency, and scale faster?

Let's connect.

Discover how our platform and SCOTI AI agent can empower your business to lead in the modern supply chain era.

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