

# The 5 essential features of an automotive supply chain monitoring tool

How to ensure you get the most value out  
of your supply chain

Logistics doesn't have to be a maze.

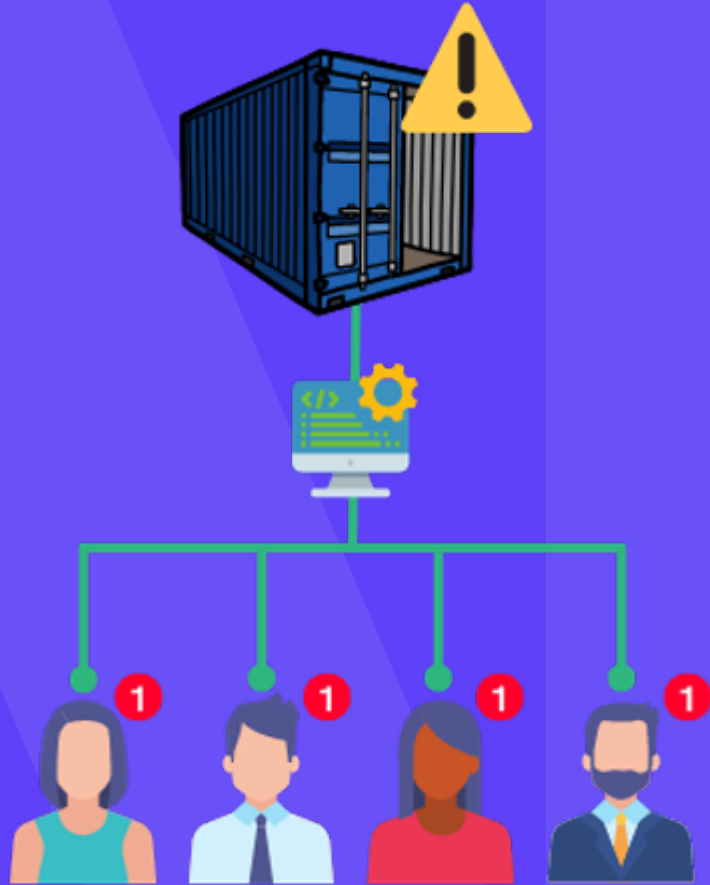
# How to differentiate supply chain monitoring tools

With so many supply chain monitoring tools on the market, it can be difficult to establish the one which will best suit the needs of your business.

Each website is nicely formatted, boasting a wide range of features. Buzzwords like 'data', 'visibility' and 'tracking' litter the page. Often a demo, and the chance to ask specific questions, is the best way to truly understand each tool.

For the automotive sector, we have collated 5 features worth asking about in any supply chain monitoring tool demo or exploring whether your current tool can facilitate them.





# 1. Automation of basic decision-making actions

It's worth exploring whether automation is possible in your supply chain visibility tool. What we mean by this, is the opportunity to remove some basic manual processes and improve staff productivity. Often referred to as Robotic Process Automation (RPA).

For example, if a shipment is delayed, an automatic notification to inform staff should be sent out. The advantage of this particular automation isn't limited to knowing about delayed shipments. It's the knowledge that every shipment you haven't received a notification about, is on time. Without having to check. This is particularly pertinent for the automotive sector, as finished goods are often composed from a wide range equally vital materials.

These basic automation actions can stretch far and wide, with liberating consequences for staff. They form part of a supply chain which is functioning to enhance business operations. Not one inhibiting them.



“Automation is hugely beneficial for productivity. One of the most popular automations we're seeing in visibility tools is the collation and distribution of data reports. Historically a very time-consuming task for supply chain analysis. Now an increasing number of firms are getting their progress reports, tailored to their company KPIs, landing straight in their inbox.

**Anthony Bour, IT Director, WTA Group**

## 2. Using AI for real-time data insight

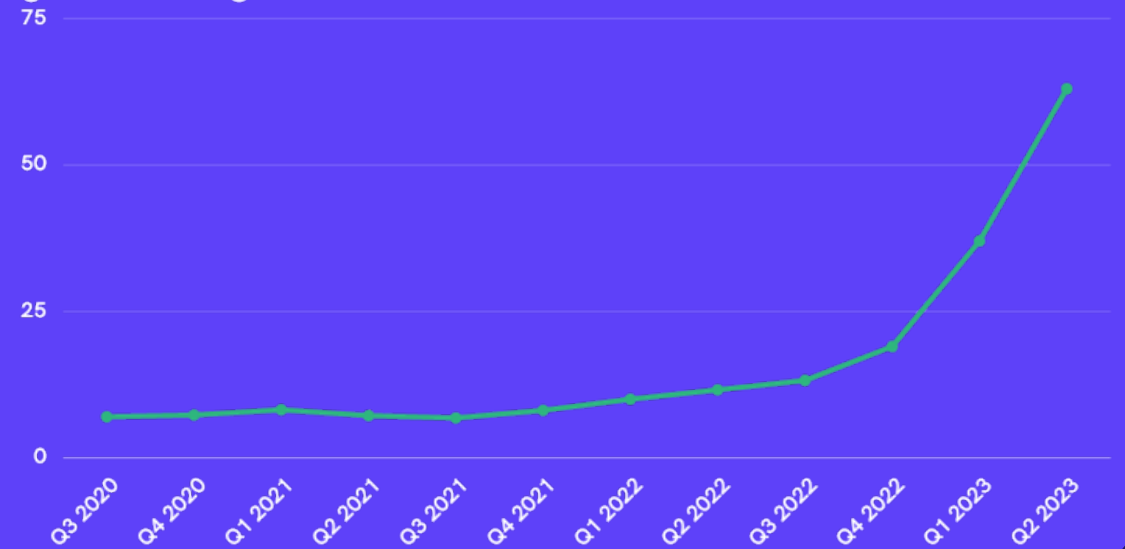


Artificial Intelligence (AI) is a real hot topic right now. It stretches far beyond Chat GPT, so it's no surprise to see it cropping up here when discussing automotive digital supply chain tools.

With machine learning, a good supply chain monitoring tool can hugely aid decision making. AI can take information from weather reports, port dwell times and many other factors to anticipate delays. It's capable of sifting through reams of scattered information in seconds to highlight a pattern for the user's consideration.

This is just one of a huge range of AI opportunities made possible with the right visibility tool. Any visibility tool not at least looking at leveraging AI to enhance operations, would be concerning.

Figure 1: Google Trends data for search term 'AI'





## 3. Setup for the metaverse and gamification

Alongside AI, the metaverse and gamification are two of the biggest digital trends right now. 90% of surveyed employees say that gamification makes them more productive at work (Zippia, 2023) and 88% said it makes work more fun (TalentLMS, 2019). Companies planning on implementing this strategy are going to improve performance, particularly in the automotive industry, where there are plenty of repetitive tasks in a supply chain.

Application of the metaverse in an automotive supply chain feels harder to imagine at this stage. But it's considered a big step forward for communication between stakeholders and expected to impact logistics in the coming years. At its core, it gives supply chain managers the opportunity to map out their supply chain in far more detail. The metaverse can simulate supply chain processes, so users can understand the impacts of their implementation without having to trial it for real.

Both the metaverse and gamification are expected to have transformational impacts on the logistics industry in the years to come.

### What is Gamification?

Gamification is the application of game elements and mechanics in non-game contexts to engage and motivate individuals, encourage certain behaviours, and enhance their overall experience.

### What is the metaverse?

The metaverse refers to a virtual reality space where users can interact with a computer-generated environment and other users in real-time.

It is often envisioned as a fully immersive and interconnected digital universe that goes beyond individual virtual reality experiences or online gaming platforms.

## 4. Enables decentralised decision making



A platform acting as the single source of truth for supply chain information, should decentralise decision making. Empowering staff members to complete tasks quicker.

By distributing decision-making authority across various levels and departments, organisations can respond more quickly to changes in the external environment or market dynamics. Decentralised decision means faster decision-making, as there is no need for information to flow through a hierarchical chain of command.

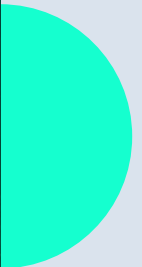
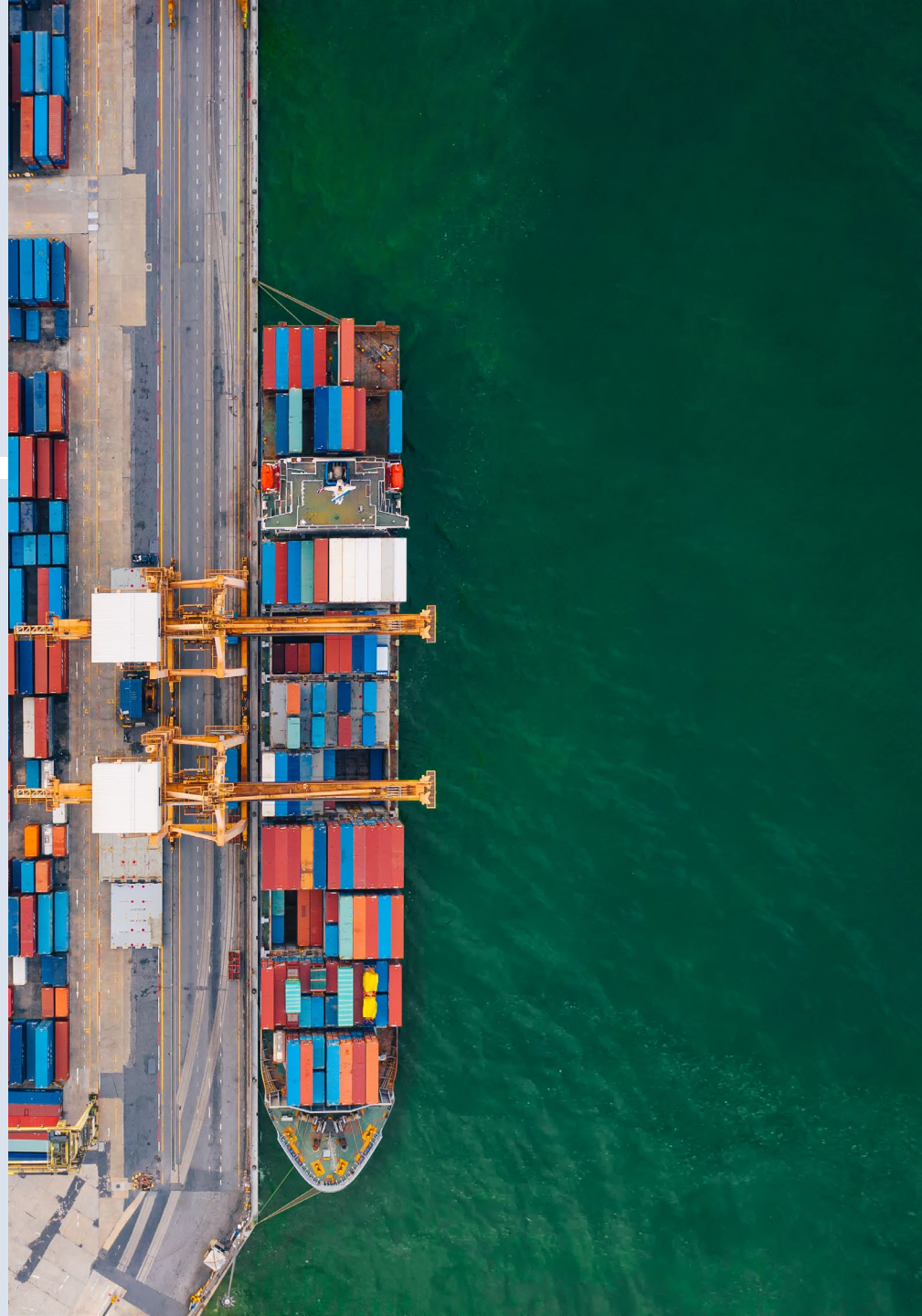
Take a good look at the permissions section of any digital tool.



“Decentralised decision making encourages a culture of innovation, as it empowers individuals to challenge conventional thinking and propose novel solutions.

It can foster employee engagement and satisfaction. They feel valued for their contributions and is a vital component of any supply chain visibility tool.”

**Anthony Bour, IT Director, WTA Group**





## 5. Integrates with other software tools via API

An absolute essential of any supply chain visibility tool is its ability to integrate with other software tools. In this digitalised world, software systems rarely operate in isolation. They need to exchange information, share data, and collaborate with other applications or services to perform complex tasks, which are synonymous with an automotive supply chain. By enabling seamless communication, software can leverage the strengths and capabilities of different systems, allowing for efficient information sharing and improved functionality.

Secondly, software integration promotes scalability and flexibility. When different software components can communicate, it becomes easier to add or remove modules, upgrade existing systems, or incorporate new features without disrupting the entire ecosystem. This adaptability is crucial for you to stay competitive and respond quickly to market changes.

Additionally, software communication facilitates automation and streamlines workflows, a vital component of supply chain monitoring tools as discussed in point 1. By exchanging data and commands, software can automate repetitive tasks, eliminate manual data entry, and synchronise processes, leading to increased efficiency, reduced errors, and significant time savings.



# Contact us.

Phone [0800 016 3933](tel:0800 016 3933)

Email [hello@wtagroup.com](mailto:hello@wtagroup.com)

Website [www.wtagroup.com](http://www.wtagroup.com)