

KSM TA Trucking Analytics Council Spring 2024 Meeting - CHI

April 16, 2024



Welcome to Chicago!



Mission of the Trucking Analytics Council

- Share proven data analytics strategies and techniques with a deep focus on trucking or transportation-specific problems or opportunities.
- Become a trusted resource for leading-edge tech strategy, application vetting, and implementation.
- Identify trends with respect to industry software applications and hardware.
- Identify common measurements to enhance the transparency and profitability of the companies we serve.

KSM TA Trucking Analytics Council DAY #2

April 16, 2024



Agenda and Meeting Rules

- 8:00 AM – 8:45 AM
 - Roll-call
 - Administrative items
 - Hot topics
- 8:45 AM – 9:45 AM
 - Artificial Intelligence Discussion
- 9:45 AM – 10:30 AM
 - Team North AI Assignment - Presentation
- Email, messaging – try to keep to a minimum
- Be open, respectful, transparent, and vocal.
- Complete confidentiality.
- Own your experience.

Agenda and Meeting Rules

- 10:30 – 10:45 AM
 - Break
- 10:45 AM – 12:00 PM
 - Practical Applications of AI in a trucking/logistics operation (Brainstorm)
- Email, messaging – try to keep to a minimum
- Be open, respectful, transparent, and vocal.
- Complete confidentiality.
- Own your experience.

Agenda and Meeting Rules

- 12:00 PM – 1:00 PM
 - Lunch
- 1:00 PM – 1:45 PM
 - Team South AI Assignment – Presentation
- 1:45 PM – 2:30 PM
 - AI Acceptable Use Discussion
- 2:30 – 2:45 PM
 - Break
- Email, messaging – try to keep to a minimum
- Be open, respectful, transparent, and vocal.
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Agenda and Meeting Rules

- 2:45 – 3:15 PM
 - Keynote Sponsor Presentation - Alvys
 - 3:15 – 4:15 PM
 - Keynote Presentation – **Brent Dykes, Author of ‘Effective Data Storytelling’**
 - 4:15 – 5:00 PM
 - Q&A
- Email, messaging – try to keep to a minimum
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Agenda and Meeting Rules

- 5:00 PM
 - Adjourn
- 6:00 PM – 9:00 PM
 - Dinner and More!
 - Dave & Busters
 - 9870 Berwyn St., Rosemont, IL 60631
 - Meeting in lobby @ 5:45 PM
- Email, messaging – try to keep to a minimum
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Welcome

- **Administrative items**
 - Antitrust review
 - Membership guide (directory)
 - New members
 - New workshop format
 - Future topics/case studies
- **Rollcall**
 - Name, Company, Key Initiatives/Challenges
- **Hot Topics**
 - The Market, Challenges, Break-throughs, Blockers

AI Discussion

- **Discussion about AI**
 - Discussion about Artificial Intelligence in Trucking
 - A brief (but explosive) history of AI
 - How is your team utilizing today?
 - Which processes and roles will it most affect over the next 24 months?
 - Have you begun to formulate an AI Strategy?

Team North – AI Group Assignment



TAC AI Group Assignment Rules

RULES

- 1. Each Team is allotted \$10,000. You can only ‘invest’ in other company ideas/presentations.**
- 2. Each Team presents**
- 3. After all presentations are complete, quick summary of each.**
- 4. 15 minute break. All members get up from chairs, and allocate their capital to the ones they want to invest in.**
- 5. The company with the largest investment wins**
- 6. Prize**

TAC AI Group Assignment Rules



15 MIN BREAK

Practical Applications of AI

- **Practical Applications of AI in a trucking/logistics operation (Brainstorm)**
 - Have you formed an AI committee in your business?
 - Have you examined the 'low-hanging fruit' for tools like ChatGPT, Copilot, Grok, Claude?
 - Areas:
 - Compliance
 - Customer Service
 - Billing anomalies
 - Contracts, SOPs, Manuals

60 MIN LUNCH

Team South – AI Group Assignment



AI Acceptable Use

- **Preventing Intellectual Property and HIPAA-related information being exposed in AI models/processes**
 - **Acceptable-use policies**
 - **KSM example**
 - **How do you encourage innovation, but protect your data?**

AI Acceptable Use

- **KSM Placeholder**

15 MIN BREAK

Keynote Sponsor - Alvys

The Alvys logo is displayed in a large, bold, blue, lowercase sans-serif font. The letters are thick and rounded, with a slight slant. The word "alvys" is centered horizontally within a white rectangular area defined by thin vertical lines on the left and right sides.

TAC Keynote Speaker:
Brent Dykes
Effective Data Storytelling



Questions

- **What ‘Stories’ are you trying to tell with your data?**
- **Did you tell the wrong story? Analytics horror stories**

ADJOURN FOR DAY 1
Meet in Lobby @ 5:45 PM
Dave & Busters
9870 Berwyn St., Rosemont,

KSM TA Trucking Analytics Council DAY #2

April 17, 2024



Agenda and Meeting Rules

- 8:00 AM – 8:45 AM
 - Re-cap of Day 1
- 8:45 AM – 9:30 AM
 - Team East AI Assignment - Presentation
- 9:30 AM – 10:30 AM
 - Using AI to Increase Collaboration in the Industry
- 10:30 – 10:45 AM
 - Break
- Email, messaging – try to keep to a minimum
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Agenda and Meeting Rules

- 10:45 AM – 11:30 AM
 - Team West – AI Group Assignment
 - 11:30 AM – 12:00 PM
 - Analytics to improve Preplanning
 - 12:00 PM – 1:00 PM
 - Lunch
- Email, messaging – try to keep to a minimum
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Agenda and Meeting Rules

- 12:00 PM – 1:00 PM
 - Lunch
- 1:00 PM – 1:45 PM
 - Review of Group Assignments and Voting for #1
- 1:45 PM – 2:30 PM
 - Using Analytics to increase cashflow
- Email, messaging – try to keep to a minimum
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- Complete confidentiality.
- Own your experience.

Agenda and Meeting Rules

- 2:30 PM – 2:45 PM
 - Break
 - 2:45 PM – 4:00 PM
 - Group survey – topics/focus
 - Time Machine Discussion
 - 4:00 PM – Adjourn!
- Email, messaging – try to keep to a minimum
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Key items from yesterday

- **Survey**
- **Review key discussions from yesterday, and additional feedback**
- **Questions about workshop session**
- **Future topics, including group/case studies**

Team East – AI Group Assignment



Using AI for Collaboration

- **Using AI to Increase Collaboration in the Industry**
 - A smarter competitor is a better competitor – True or False
 - Could the trucking industry benefit from increased data sharing and collaborative AI development? What are potential models and safeguards to ensure such collaboration is fair and secure?
 - A Data 'Co-Op'??

15 MIN BREAK

Team West – AI Group Assignment



Analytics to improve Preplanning

- How can your existing data and AI models improve the accuracy of demand forecasting by analyzing historical load data, seasonality, economic indicators, and even localized events?
- What are the benefits of more accurate forecasts for pre-planning resources?
- Practical applications?

TAC AI Group Assignment

VOTING!!!!



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AI Group Assignment

Review

- **Team North**
- **Team South**
- **Team East**
- **Team West**
- **Vote!**

Analytics to increase cashflow

- Analytics to increase cashflow
 - Many carriers are putting the magnifying glass on all expenses
 - How can analytics be used to monitor and assist in controlling costs in all market cycles
 - How are you tightening your belts, while not disabling operations?

15 MIN BREAK

TAC 2024 Meeting Survey

- Virtual Meeting format
 - Topics
 - Intervals
 - Changes?
- In-Person Meetings
 - Fall / Spring?
 - Topics?
 - Location

Freight Market Time Machine

- Group discussion – if you could go back to 2019, what changes would you have implemented?
 - Would you change anything?
 - Debt load
 - Realistic growth
 - Budgets

Adjournment

Safe travels back home!