



THE ERA OF DISRUPTION:

Building Greater Resiliency Across Your Logistics Operations



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Introduction

Undoubtedly, the world changed in March 2020 and there's no going back to the prior "normal." Turbulence in markets and geopolitics are the new reality, affecting commerce worldwide.

In logistics and supply chain, this has manifested itself in various ways: swollen inventory levels followed by a two-year bleed-off; massive port backups in the pandemic boom times; freight capacity that vanished, only to reappear in spades.

What are you doing as a company to be prepared in this era of disruption? How much resilience have you built into your supply chain and logistics? What's needed is a focus on flexibility to adjust to rapidly changing conditions.

Understanding the Era of Disruption

The 2020s thus far have been marked by rapid changes in logistics and supply chain management. We've seen rapid advances in technology, such as artificial intelligence and automation, that promise greater efficiency and productivity.

At the same time, shifting economics and consumer behavior, global trade dynamics, and geopolitical instability continue to transform how goods are produced and shipped. To stay competitive in this volatile environment, companies need to adapt quickly – and often.





Black Swan Events Increasingly Common

A “black swan” is a rare, unpredictable event with severe consequences, characterized by its significant impact. The most notable recent example is the COVID-19 pandemic, which led to fundamental shifts in businesses, our personal lives, government operations, and, of course, supply chains.

Others include the Panama Canal drought in 2023, the Houthi terrorist attacks in the Red Sea in 2023 and 2024, and the Ever Given extended blockage of the Suez Canal in 2021.



Financial Volatility Leads to Unpredictability

While consumer confidence **rose in May** after three months of declines, and on average we’re spending beyond disposable income, that **spending is selective** and may be trending back down.

In this environment, it’s difficult for companies to develop a reliable supply chain strategy amidst constant price fluctuations, and an inconsistent freight market. Executives are reluctant to commit capital resources, taking a lean, frugal approach.

Many will diversify their supplier base to avoid over-reliance on any single source, including **nearshoring** to reduce international trade risks. This increases resilience but can add both complexity and costs. Others will look for savings through optimizing transportation routes and renegotiating carrier contracts.



Labor Uncertainty Is Another Logistical Wildcard

Businesses and government officials heaved a collective sigh of relief in 2023 when two union bullets were dodged. Agreements were reached between the International Longshore and Warehouse Union (ILWU) and the Pacific Maritime Association (PMA), and between UPS and the Teamsters. But a third potential labor disruptor looms.

The International Longshoremen’s Association (ILA), representing 45,000 East Coast and Gulf Coast dock workers, and the United States Maritime Alliance (USMX), wrapped up local negotiations in mid-May; the current contract expires Sept. 30. But terms of the master contract covering wages and benefits remain to be agreed upon. Read more details in this **Journal of Commerce article** (subscription required).

As happened last year when the West Coast labor issue was up in the air, **shippers are weighing volume diversion** in the event of an East Coast/Gulf Coast work stoppage that could upset **ocean freight operations**.

Three Strategies for Building Resilience in the Face of Disruption

Given all the uncertainty affecting supply chains and logistics these days, shippers need to have a firm plan in place to mitigate risk and ensure adequate capacity.

COGISTICS Transportation, a leading provider of supply chain and logistics services, empowers shippers by leveraging **advanced technology** to provide tailored solutions. Through supply chain diversification, agility, and expert guidance, COGISTICS Transportation ensures operational stability in tumultuous times.

Here's how.



Real-Time Visibility

COGISTICS Transportation provides advanced technology solutions for real-time tracking and monitoring across transportation modes, enhancing visibility and allowing shippers to manage disruptions proactively.

A collaborative TMS provides COGISTICS Transportation clients a shipment-by-shipment dashboard view of their freight, with each mode getting a unique graphical representation. Information is presented in real time, and shipping documents can be accessed by PDF. The system was developed based on the team's years of industry experience, and feedback from clients on what matters most to them, so it's built to address the most common, pressing shipper needs.



Agile Logistics Solutions

COGISTICS Transportation offers flexible, adaptable logistics solutions tailored to each shipper's unique requirements. This enables rapid adjustments in response to changing market conditions or disruptive events.

Whether it's rerouting shipments to avoid delays or switching to **expedited freight** for a high-priority rush shipment, COGISTICS Transportation gets creative and innovative on behalf of our clients. For example, with a single call shipments can be quickly diverted to another mode in response to any disruption (extreme weather, labor issues, geopolitical unrest, etc.) If a sea route is blocked due to port volume or labor issues, COGISTICS Transportation can quickly book air freight at its negotiated discount rate.



Unrivaled Reliability Across Modalities

As a one-stop logistics provider operating across modes, COGISTICS Transportation offers shippers unrivaled support and expertise. We're your reliable partner to help you mitigate disruptions and maintain operational stability.

Our seamless integration of services ensures smooth transitions between air, land, and sea, tailored to your specific needs. Advanced technology and a robust network provide guaranteed capacity, timely delivery, and real-time tracking. You get peace of mind through improved supply chain efficiency and reduced costs, regardless of market conditions.



COGISTICS Transportation:

Your Partner for Greater Operational Resilience

In today's turbulent environment, operational stability is paramount.

Challenges abound, from black swan events to economic volatility and labor disruptions. COGISTICS Transportation understands the importance of resilience. Through our advanced technology, agile solutions, and unparalleled expertise, COGISTICS Transportation empowers shippers to handle disruptions successfully and confidently.

Get in touch with us today to learn more.

Our comprehensive logistics and supply chain capabilities contribute to greater resilience, agility and service excellence.

Let's Talk →

