

MARKET UPDATE

2024 10th Edition Market Update

TECH CONVERGENCE

In his talk, "The Time is Different: The Convergence of Core and Transformative Technologies," Craig Dickman, Managing Partner at TitletownTech, focused on the intersection of foundational trucking technologies and cutting-edge innovations reshaping the industry.



Craig Dickman, Managing Partner at TitletownTech

CORE TECH



SaaS (Fleet Optimization)

Enhancing operational efficiency.



GPS & Telematics

Real-time tracking and management of fleet operations.



IoT (Internet of Things)

Predictive maintenance and asset monitoring.



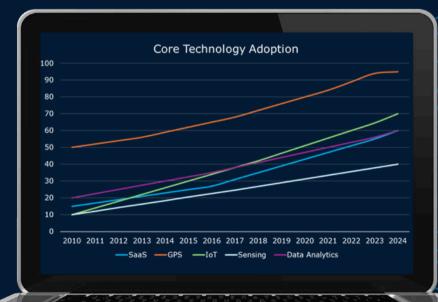
Sensing & ADAS (Advanced Driver Assistance Systems)

Enhanced safety and driver support systems.



Data Analytics

Driving informed decision-making and optimizations.



INTEGRATE,
OPTIMIZE, SCALE

VISIBLE,
PREDICTABLE
GROWTH

TRANSFORMATIVE TECH



Artificial Intelligence (AI), AGI, SuperIntelligence

Revolutionary changes in automation and decision-making.



Quantum Computing

Potential to solve complex logistics and optimization problems at unprecedented speeds.



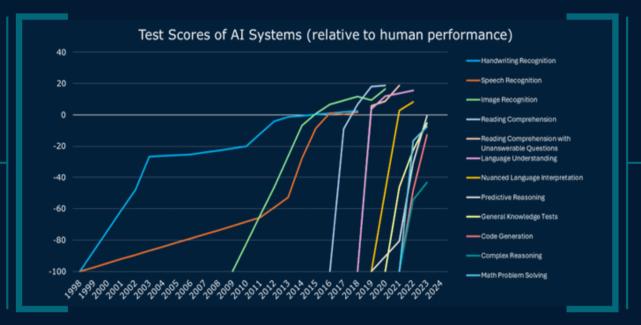
Autonomy

Autonomous driving technologies are poised to redefine fleet operations.



Hyperscale Cloud & Compute

Unlimited scalability and processing power enabling real-time intelligence and large-scale data handling.



Transformative technologies often appear invisible until they cause dramatic shifts "overnight."

SEEING AROUND CORNERS

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Dickman introduced the concept of "seeing around corners" as a strategic approach to preparing for transformative technologies. The strategy includes a focus on three pillars:



TRANSPARENCY

2 INSTANT INTELLIGENCE



TRUST

Rather than focusing on any one technology, this strategy encourages a forward-thinking perspective, where companies are proactive in recognizing potential shifts before they happen.



Seeing Around Corners Continued ...

With a clear focus on the pillars Transparency, Instant Intelligence, and Trust has led to targeted investments in technologies that support these pillars, enabling organizations to stay resilient and adaptable in the face of rapid technological evolution.



Achieving full visibility across operations to enable informed decision-making and build trust.



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GenLogs applies AI to a nationwide network of sensors, commercial and open-source datasets to track the real-time flow of freight and trucking patterns.

RAIC LABS

RAIC Labs provides powerful visual data analysis tools, allowing rapid search and monitoring across all imagery. Track key objects, delivering real-time insights to keep you informed and proactive in your operations.

ON-DEMAND INTELLIGENCE



Leveraging real-time data insights for rapid response and adaptability.

3 TRUST

Establishing credibility through secure and reliable systems that ensure data integrity and accountability.

Renaissant

With biometric driver validation, carrier verification, and comprehensive movement tracking, Renaissant ensures security and enabling precise oversight of who, what, where, and why for every truck.

KEY TAKEAWAYS

The future of trucking and logistics hinges on the seamless integration of core and transformative technologies. By adopting a "see around corners" strategy—anchored in transparency, instant intelligence, and trust—companies can navigate the complexities of technological convergence.

This proactive approach not only prepares organizations to handle disruptive shifts but positions them to lead in an industry rapidly shaped by innovation. As a Chief Technical Advisor at TitletownTech wisely noted, "The worst thing to miss is an exponential curve."





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- >>> Dedicated & OTR
- >>> Intermodal
- Asset Drayage
- Sustainability
- >>> Truck Brokerage
- >>> Power Only
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