

Maximizing logistics profitability with AI

Your guide to agile revenue management

 unisys



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The critical shift to strategic revenue management

The logistics industry has undergone a fundamental shift, transitioning from a capacity-driven to a demand-driven market. This change — accelerated by global events like the COVID-19 pandemic and the rise of e-commerce — has reshaped business models and consumer behaviors. This new market dynamic requires new revenue management strategies, yet many organizations remain stuck in outdated approaches.

Fragmented approaches are causing significant profit leakage. When carriers, shippers and intermediaries operate in silos, individual pricing and capacity decisions ripple across the supply chain. This creates misaligned incentives and missed revenue opportunities that conventional optimization strategies fail to capture.

Next-generation revenue management integrates the entire shipment life cycle using prescriptive AI, delivering real-time insights for agile response to market dynamics.

By implementing AI-driven revenue management, organizations can:

- Optimize revenue across the shipment journey
- Respond swiftly to market fluctuations, pricing changes and customer demands



- Make proactive decisions using AI-driven insights
- Ensure consistent and accurate data across touchpoints for optimal decision-making

In the following pages, you'll explore how this AI-driven approach transforms logistics revenue management for today's dynamic market.

The cornerstone of revenue management: data integrity

Data integrity is the cornerstone of effective revenue management in logistics. However, in today's complex data-driven environment, maintaining this integrity requires careful attention. Let's explore the critical impacts, challenges and success factors:

Data integrity impact

- **Enables accurate forecasting** through high-quality data for optimal capacity allocation
- **Powers real-time decisions** on pricing, routing and resource allocation
- **Reduces business risk** by identifying potential disruptions early
- **Measures performance** with consistent, reliable metrics

Data integrity challenges

- **Managing data silos** that create inconsistent business views
- **Integrating legacy systems** with modern analytics tools
- **Processing high volumes** of real-time data efficiently
- **Balancing accessibility** with robust security measures

Strengthening data integrity

- **Automate validation** checks at all touchpoints
- **Establish governance** through centralized frameworks
- **Deploy integration** across connected systems
- **Scale infrastructure** for future data needs
- **Create standards** for quality metrics and monitoring

The new logistics landscape

Traditional supply chain management strategies don't translate to optimizing revenue in dynamic environments. To succeed in this new landscape, organizations need a fundamentally different approach. Let's break down how adopting this new approach can significantly enhance profitability while strengthening your competitive position.

Holistic approach to the shipment life cycle

Breaking down silos and creating an interconnected network can help organizations:

- Identify and capitalize on revenue opportunities at every stage
- Make real-time adjustments that balance immediate revenue against future opportunities
- Improve overall efficiency by optimizing the mix between guaranteed contracts and free-sale bookings

Actionable insights with prescriptive AI

This advanced form of AI goes beyond basic forecasting to provide optimization at a scale that enables:

- Real-time decision-making powered by multiple optimization models run daily
- Dynamic demand forecasting based on historical patterns and current market conditions
- Optimal capacity allocation across networks and booking channels
- Proactive revenue management through what-if scenario modeling

Agile adaptation to market dynamics

An integrated AI-driven system can automatically recalibrate strategies across the shipment journey in response to:

- Market price fluctuations
- Shipping costs, including fuel and operations
- World events and disruptions
- Customs and regulatory changes
- Demand spikes or drops

Key revenue management capabilities

These essential capabilities form the foundation of successful logistics operations. Each plays a distinct role in driving profitability and operational excellence across the entire shipment life cycle:

Demand estimation

Leverages historical data and market trends to predict future booking patterns, supporting strategic planning and resource optimization

Dynamic pricing strategy

Optimizes rates based on market conditions and demand patterns to maximize revenue while maintaining competitive positioning

Overbooking strategy

Manages booking acceptance strategically to maximize capacity utilization while balancing service commitments and revenue goals

Booking control

Ensures optimal acceptance and prioritization of shipments based on value, capacity and network efficiency considerations

Intermodal connectivity

Coordinates across transportation modes to enhance network efficiency and service integration capabilities

Performance analytics

Monitors key metrics and identifies optimization opportunities to drive continuous improvement in revenue management

The power of integrative revenue management

While each component of revenue management is crucial, the true power lies in the multiplier effect of integration. This holistic approach transforms individual optimizations into a cohesive strategy that's greater than the sum of its parts, allowing logistics companies to:

- Make clearer decisions that simultaneously optimize across all areas
- Identify and capitalize on synergies between different components
- Respond more effectively to complex, multi-faceted challenges
- Drive ongoing enhancements across the entire revenue management process

Consider how integrating pricing optimization with capacity forecasting can lead to strategic capacity management that maximizes long-term value.

Consider this example. A large cargo airline receives a large, last-minute shipment request during a typically busy route. Using this new approach, the airline would:

- 1 Analyze current bookings and remaining capacity**
- 2 Forecast expected future demand**
- 3 Evaluate the revenue potential of the current request versus potential future bookings**
- 4 Optimize capacity allocation across the network**
- 5 Present trade-offs between immediate revenue and long-term customer value**

This integrated approach helps mitigate the negative impact of seasonal imbalances, encourages more stable capacity utilization across seasons and strengthens long-term relationships with shippers — creating sustainable value beyond short-term revenue optimization.

Mapping the landscape of revenue optimization

To truly optimize your logistics revenue, you need to understand how value can be created or lost across the shipment life cycle. Let's explore some key areas where an agile approach can make a significant impact:

Eliminate revenue leakage

- Replace siloed data systems with integrated data flows
- Move from reactive to dynamic pricing
- Optimize capacity utilization automatically
- Capture upsell opportunities systematically
- Respond to market changes in real time

Simplify complexity

- Manage pricing across multiple modes seamlessly
- Allocate capacity dynamically
- Make decisions prescriptively at every touchpoint
- Optimize the entire shipment life cycle

Drive strategic value

- Balance long-term contracts with spot market opportunities
- Align pricing with service levels
- Adapt to rapid market changes
- Maintain data integrity across systems

Your revenue management journey

The path to prescriptive revenue management requires a strategic phased approach that builds capabilities over time. Each stage creates the foundation for more sophisticated optimization.

STAGE 01

Build connected operations

Transform siloed systems into an integrated network by:

- Auditing current data sources and systems
- Establishing data governance standards
- Implementing basic integration architecture
- Standardizing processes across departments

STAGE 02

Enable prescriptive intelligence

Leverage advanced technologies to optimize operations by:

- Deploying AI/ML capabilities
- Implementing intelligent booking controls
- Establishing real-time market monitoring
- Automating decision-making processes
- Building predictive capacity modeling

STAGE 03

Measure and optimize

Drive continuous improvement through:

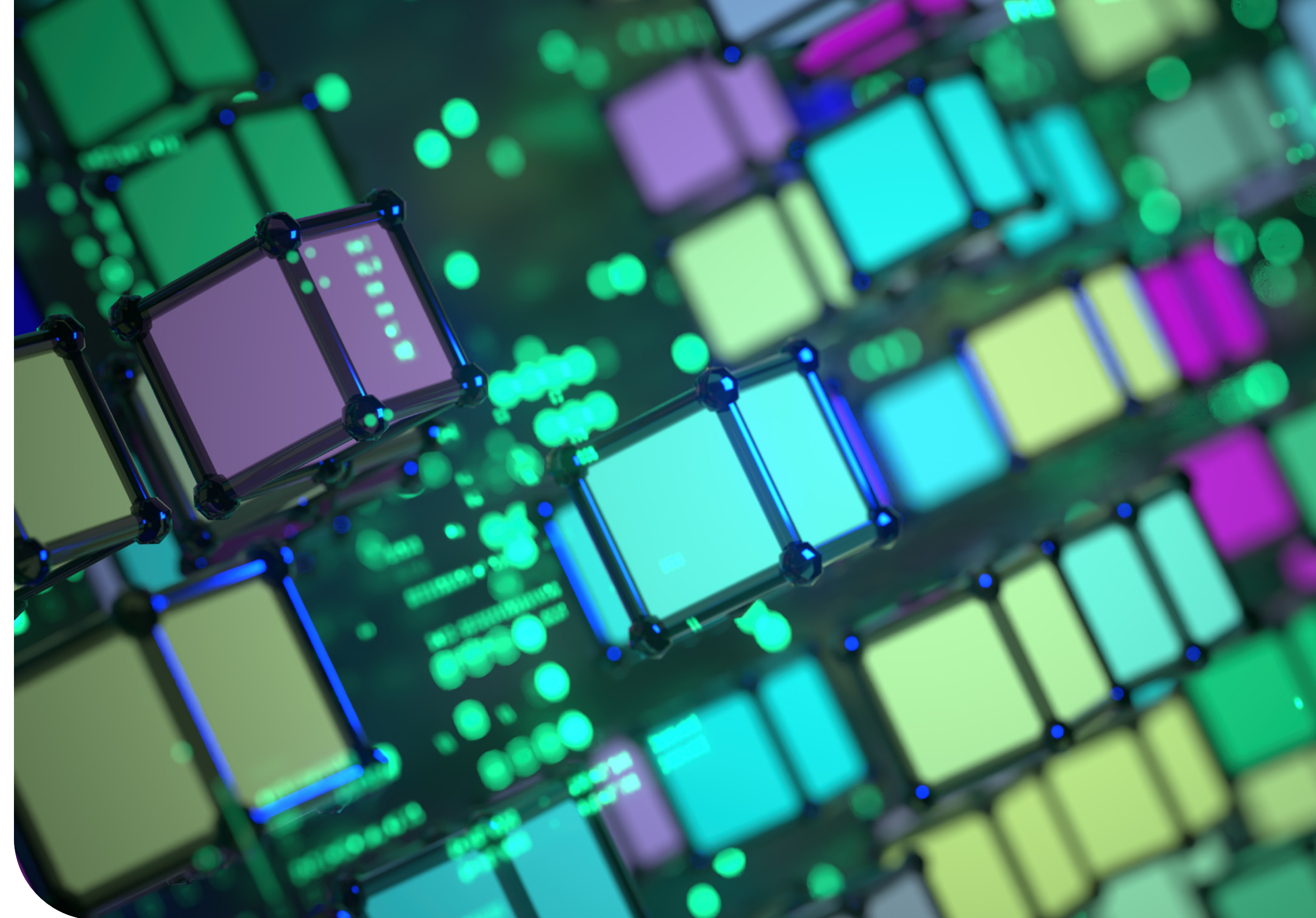
- Optimizing cargo load factors with intelligent allocation
- Reducing revenue leakage systematically
- Improving booking accuracy rates
- Automating pricing and capacity management
- Enhancing customer retention with personalized pricing

Empower your logistics strategy with Unisys

With Unisys, you'll be poised to reimagine your approach to revenue management. Our more than 40 years of logistics experience helps deliver industry-leading speed and accuracy in revenue management through AI-powered logistics optimization solutions. Powered by pre-trained AI models and a hybrid compute strategy, Unisys delivers smart recommendations in near real time across your entire shipment life cycle — from revenue management and capacity planning to routing and warehouse operations.

With Unisys, you'll cultivate a robust revenue management roadmap that seamlessly integrates:

- Dynamic huddle-rate optimization that automatically adjusts to market conditions
- Real-time cost modeling and rating methodology across all touchpoints
- Insight into capacity allocation to help maximize network utilization
- Industry-leading processing speed, thanks to quantum computing, for instant decision support



Ready to begin your logistics revenue management transformation? Visit [Unisys online](#) or [contact us](#) today to begin your journey.

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