

Location Intelligence and the Future of Logistics



The future of logistics is here

Few industries make the relationship between time and money clearer than logistics. And with more importance than ever placed on the stability and efficiency of supply chains—not to mention the customer experiences they support—insight into how your products get from A to B is equally important.



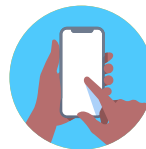
Introducing location intelligence

At the heart of these challenges is **location intelligence**—the maps, routes, and places that make up the world you share with your customers. When combined with your own internal data, location intelligence makes it possible to bridge the online and offline worlds to boost operational efficiency while enabling individually-tailored experiences.

Five challenges facing logistics today:



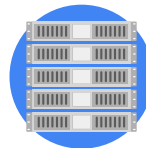
Meeting customers' growing expectations: individually-tailored, highly relevant, location-aware experiences.



Disruption from smaller players: staying ahead of competitors by improving on key metrics like NPS, sales, and delivery times.



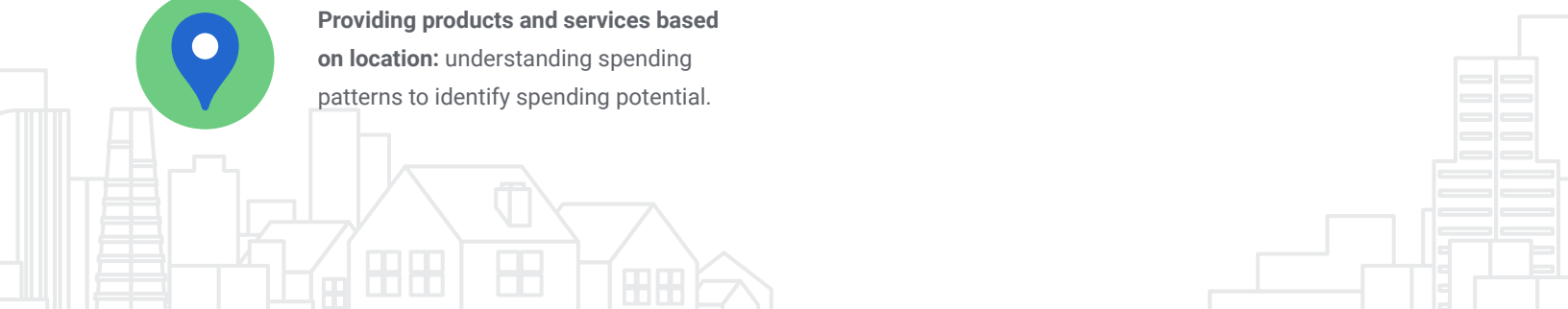
Increasingly complex delivery and supply chains: managing operations to create value for both businesses and customers.



In-house capabilities: understanding and maintaining in-house skills to take advantage of geospatial data.



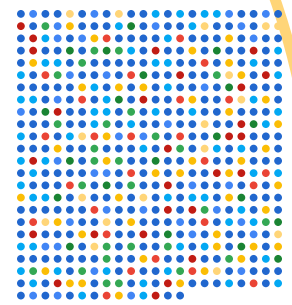
Providing products and services based on location: understanding spending patterns to identify spending potential.



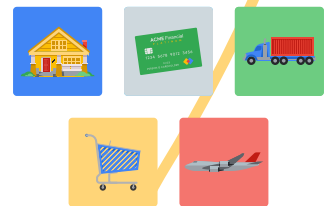
Understanding the research

In October 2020, Google partnered with Boston Consulting Group to conduct an investigation into the role of location intelligence across five major industries. More than 500 executives from the US, UK, Singapore, and India were surveyed, including in-depth interviews with stakeholders at 40 companies about deploying mapping solutions to advance their businesses and better serve their customers. **This document is a summary of the report's most relevant findings.**

First, we found that location intelligence is top-of-mind for much of the logistics industry:



n = **520**
Global executives polled



Location intelligence maturity



Followers

are in the early stages: limited implementation of basic use cases, typically lagging behind peers.

Challengers

see initial benefits but with further work to do to build stronger location intelligence capabilities.

Leaders

have a holistic location intelligence data strategy, strong in-house capabilities, and more advanced use cases.

5 industries

Retail, financial services, real estate, travel, transportation



4 regions

US, UK, Singapore, India

The difference between followers and leaders

-1.3x

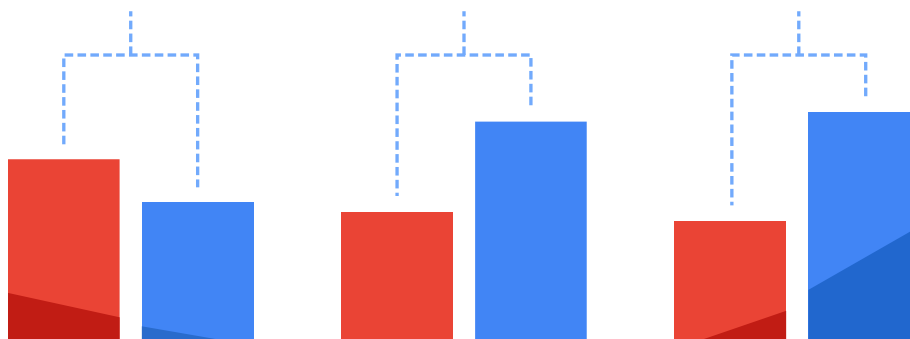
Time to fulfill services

+1.7x

Growth in revenue

+1.9x

Customer satisfaction boost



Top 5 location intelligence use cases

With these applications in mind, let's take a look at the real-world impact BCG discovered in conversations with logistics companies at the leading edge of location intelligence.

1 Dynamically plan and optimize routes

Location intelligence naturally makes it easier to get from A to B more efficiently. It's how a **global food delivery company** optimizes time and distance with each delivery.



4-7%

Faster dispatch time



4-7%

More deliveries per order

6-11%

Customer experience boost



4-8%

Faster delivery times



2 Enable real-time tracking and dispatch

Visibility is essential for both operations and your customer experience, and location makes it possible. It's how a **food delivery company** offers map-based delivery tracking with each order.

2

3 Optimize network locations

Identify optimal locations for warehouses, stores, and other locations. It's how an **online delivery service** uses location intelligence to optimize new restaurant onboarding to maximize market coverage.



4-7%

Faster delivery times



5-8%

Increase in revenue

6-10%

Increase in revenue



8-13%

Increase in customer retention



4 Tailor your products and services

Location can shed new light on your business offerings, including novel ways to refine them. It's how a **global food courier** determines the optimal mode of transportation for deliveries.

4

5 Optimize delivery of online orders

As online retail continues to skyrocket, location intelligence is helping companies all over the world keep up. It's how a **multinational delivery company** optimizes its routes to maximize fleet utilization.



4-7%

Faster delivery times



6-10%

Shorter ride duration

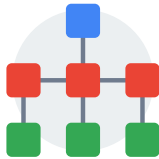
Seven lessons from location intelligence leaders

Through interviews with more than 500 executives, the following seven principles emerged as common threads in location intelligence success:



Start with the big picture.

Think broadly and strategically about how to leverage location intelligence to enhance customer experience and improve operational efficiencies.



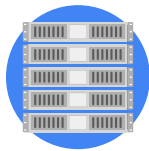
Get proactive.

Anticipate new digital business models and shifting customer expectations in which mapping and geospatial data play a central role in enabling new value propositions.



Think empirically.

Systematically prove the value that geospatial data contributes.



There's no substitute for data expertise.

Invest in strong data management and analytics capabilities.



The right partner can make all the difference.

Consider location intelligence partnerships carefully and deliberately, focusing on long term capabilities and reliability.



Privacy is essential.

Proactively ensure that customers' geospatial data is protected.



Table stakes still matter.

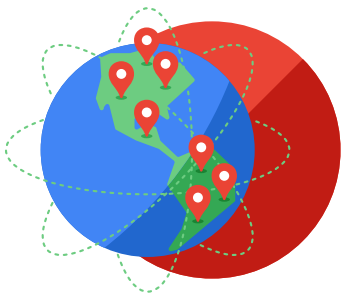
Excel at the fundamentals of applications based on mapping and geospatial data, including uses that have matured and become table stakes.



Why Google?

Developing the location intelligence strategy that best suits your goals is a long-term process, making your choice of platform all the more important. With Google Maps platform, you're building on the scale, performance, and innovation you've come to expect from Google, and delivering it all to your customers to an interface known worldwide.

Visit the [Google Maps Platform site](#) to learn more.



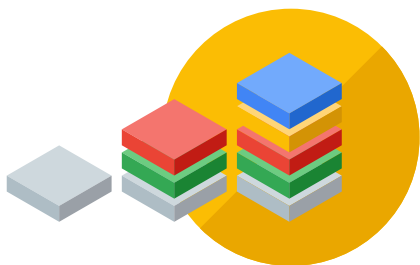
Global coverage

We've been mapping the Earth since 2005 at an unmatched scale: **200 million** places around the world, updated **50 million** times a day.



A familiar interface

Google Maps serves over **one billion** users every month, making it the navigation solution your customers are most likely to be familiar with.



Speed and reliability

Deliver the speed, responsiveness, and reliability your customers have grown to expect across their digital lives.



A pipeline of innovation

Working with Google means leveraging the talents of a team that never stops innovating.



Google Maps Platform