



No service diversity, no growth: Consultant
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WHITE PLAINS, NY. – Satish Jindel, president of **SJ Consulting Group**, says the boundaries between trucking sectors such as truckload, LTL and parcel are blurring quickly.

Speaking at the **Carrier Logistics' Group** conference in White Plains, N.Y., Jindel said that sophisticated shippers need transportation – period -- and carriers must be ready to move any shipment their customers offer.

He showed how leading freight carriers had grown by managing change and diversifying to meet customer needs, while others had failed to accomplish these things.

UPS and FedEx have now become complete transportation, logistics and warehousing companies. Companies, he said, must enter business segments that will complement their footprint, facilitating expansion either through acquisition or organic growth.

He also said technology investments are a main factor distinguishing the winners from the also-rans, a statement echoed by Ken Weinberg, CLI vice president and conference host.

"As we emerge from tough economic times, it is important transportation companies use all of their computer system's capabilities," Weinberg said.

Also discussed in depth at the conference were rating, electronic data interchange, mapping, web capabilities, social media, operations issues, and financial reports.

Hands-on training on actual computer workstations was provided, and conference-goers viewed a supplier showcase of the latest in IT advancements.

-- via **Truckinginfo.com**