

APL LOGISTICS LAUNCHES DATAGUARANTEED™

January 22, 2020

SCOTTSDALE, ARIZONA – APL Logistics LTD (APLL) officially launches its new DataGuaranteed™ services on January 22, 2020. Under a theme common to APL Logistics' OceanGuaranteed™, the new DataGuaranteed™ services ensure complete, timely, and accurate transmission of carrier events.

APLL's Head of Product Development, Brian Catron explains, "The market is full of hyperbolic statements about Control Towers with artificial intelligence capabilities. Smart technologies will continue to advance, but without a solid data foundation these technologies will fail. Many service providers continue to promote their capabilities with predictive algorithms, but are their insights accurate if the data is faulty? After assessing these challenges, we chose a different path by developing a 'data weave' process that captures information using a variety of methods and from different sources to create a more complete data product."

What is DataGuaranteed™? It is a combination of "Brains" and "Brawn" blending advanced technology with the outstanding APLL global network and backed by our market-tested Guarantee promise and terms.

APL Logistics begins by establishing a baseline using its vast network of connected partners and decades of experience with partner connectivity. Next, APLL leverages its market-leading Visual Intelligence team to develop sophisticated algorithms that capture data and then process the information to determine the most appropriate outcome. Finally, and most importantly, APLL leverages its global network of dedicated professionals. As, Brian Catron affirms, "...our 'boots on the ground' are the true pulse of the operation, validating updates and ensuring the standard – *complete, timely, and accurate* – is met."

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About APL Logistics

APL Logistics is the go-to global supply chain specialist for companies in the Automotive, Consumer, Industrials, and Retail sectors. The APL Logistics group of companies has a global network covering all major markets and is backed by a multinational workforce of over 6,800 people. APL Logistics Ltd is a member of the Kintetsu World Express group, a global logistics services provider. For more information, www.aplllogistics.com or email us at global_marketing@aplllogistics.com and connect with us on [LinkedIn](#), [Facebook](#), [Twitter](#), and [YouTube](#).