FourKites Introduces the Industry's First Digital Workforce for Supply Chain Orchestration

Tracy and Sam are the first in a system of AI agents that can learn, collaborate and automate up to 80% of routine supply chain processes

LAS VEGAS — February 11, 2025 — Today at Manifest Vegas, [FourKites](#) announced the general availability of Tracy and Sam, the first digital workers in a new system of AI agents purpose-built for supply chain orchestration. This launch marks the company's fundamental shift from software-as-a-service to service-as-software, where AI agents don't just assist human workers but autonomously perform complex supply chain workflows.

FourKites' Digital Workforce operates 24/7, helping teams increase shipment handling capacity by 40% and accurately automating up to 80% of routine tasks. Through continuous learning and collaboration, these digital workers maintain superior service levels while taking autonomous action on highly specialized tasks, freeing up human workers to focus on high-impact exceptions and decisions.

The Digital Workforce is one of three components of FourKites' recently announced [Intelligent Control Tower](#)™, which also includes the world's most comprehensive network of real-time supply chain data and continuously updated digital twins that bring deep visibility into real-world operations. Working in concert, the digital workers turn real-time supply chain data into automated execution. Tracy and Sam are the first of several digital workers that FourKites will bring to market.

Tracy, the Supply Chain's Digital Worker for Track & Trace
Track and trace teams are overwhelmed with manually checking carrier updates, responding to stakeholder inquiries and managing exceptions across systems — and, despite this constant effort, they struggle to maintain accurate, real-time insights.

Tracy empowers track and trace teams to do more by providing 24/7 automation of repetitive tasks at scale. Unlike generic AI assistants or chatbots, Tracy brings deep domain expertise and contextual understanding to complex supply chain workflows that previously required human judgment. She elevates operational performance by automatically responding to shipment inquiries, mitigating shipment exceptions, and keeping data accurate across systems.

Tracy can:
● Proactively contact carriers and facilities based on periodic and event-based triggers
● Automatically update shipment information from carrier communications
● Support the verification of detention and OTIF claims from various data sources
● Handle track-and-trace questions from other teams or customers
● Generate and distribute actionable reports to other teams
● Process files and update large batches of shipments

Through continuous learning from decisions and outcomes, Tracy's capabilities improve over time, leading to better business results. Early users report saving hours of manual email

coordination work each day, reducing OTIF penalties by up to 30% and reducing expedites by 15%-25%.

Sam, the Supply Chain's Digital Worker for Supplier Collaboration
Supply chain teams spend countless hours manually processing thousands of documents — purchase orders, Air Waybills, invoices — from suppliers. Yet they still miss critical updates that could prevent disruptions and often don't hear from suppliers between order placement and delivery, which creates blind spots.

Sam transforms supplier collaboration by accelerating supplier onboarding and eliminating the need for IT changes, template standardization, or supplier portals. He automates document processing across a company's supplier network, enabling instant supplier go-live and continuous visibility of inbound shipments.

Sam can:
● Automatically extract and consolidate order information from various document types
● Create and update shipments and orders in FourKites from extracted data
● Enable instant go-live capabilities with pre-paid/inbound suppliers by simply telling Sam which fields to extract when he receives the document
● Proactively contact suppliers to capture missing or outdated order and shipment data

Thanks to automated coordination with suppliers, early users have seen up to 75% reductions in integration costs and 10-15% reductions in detention fees.

"Today's launch of the FourKites Digital Workforce for supply chain orchestration represents a sea change in how software will serve the supply chain industry," said Mathew Elenjickal, founder and CEO of FourKites. "The era of humans managing software is coming to an end. Tracy and Sam are highly sophisticated digital workers who are trained on the world's best supply chain data to autonomously perform specialized supply chain workflows. They learn, they get smarter and they work together to manage the many routine-but-critical tasks that bog down our human workers."

Starting today, Tracy and Sam — FourKites' first digital workers — can be purchased individually or as key components of [FourKites' Intelligent Control Tower™ packages](#), which are focused on helping organizations achieve specific strategic objectives. For example, Supplier Connect AI prevents supply disruptions by using the Digital Workforce to extract and centralize data from a variety of non-standardized supplier documents, making that data actionable.

FourKites has systematically expanded beyond real-time transportation visibility to build a comprehensive supply chain solution. The company's order-level insights provide granular tracking from purchase to delivery, helping teams prevent stockouts, maintain optimal inventory levels and reduce operational costs. Its suite of yard and facilities solutions, known as YardWorks[SM], optimizes facility operations through automated gate processes, real-time equipment tracking and fully automated appointment scheduling. Combined with FourKites' Digital Workforce and the largest visibility network, these capabilities give companies complete visibility and control across their supply chain operations.

About FourKites

FourKites®, the leader in AI-driven supply chain transformation for global enterprises and pioneer of real-time visibility, turns supply chain data into automated action. FourKites' Intelligent Control Tower™ breaks down enterprise silos by creating a real-time digital twin of orders, shipments, inventory and assets. This comprehensive view, combined with AI-powered digital workers, enables companies to prevent disruptions, automate routine tasks, and optimize performance across their supply chain. FourKites processes over 3.2 million supply chain events daily — from purchase orders to final delivery — helping 1,600+ global brands prevent disruptions, make faster decisions and move from reactive tracking to proactive supply chain orchestration.

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