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Breaking Down the Four Pillars of AI for Intermodal: AI for Analytics

Tuesday, January 27, 2026, 1:30 PM ET

Thank you for joining us.
The program will begin shortly.



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Intermodal Insights

2026 Virtual Education Program

Housekeeping

- Audience will be muted
- A question & answer session will follow the presentation
- Submit questions by clicking the Q&A icon at the bottom of your screen
- A recording of this webinar, including the slides, will be available in about a week on our website: [Education On-demand](#)

Today's Presenters



Chris Machut



Mark McKendry



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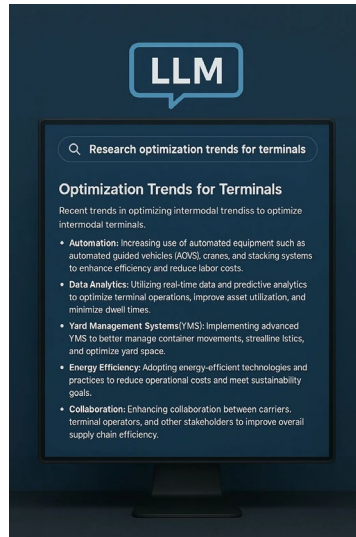
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WARNING
This is interactive.
Please participate.

Session Agenda

- **Current state of analytics**
- **How analytics are used today**
- **Where AI analytics can create the most impact**
- **From insight to action**
- **Trust and action**
- **Trust, verification and guardrails**
- **Key takeaways and close**

Pillars of AI for Intermodal



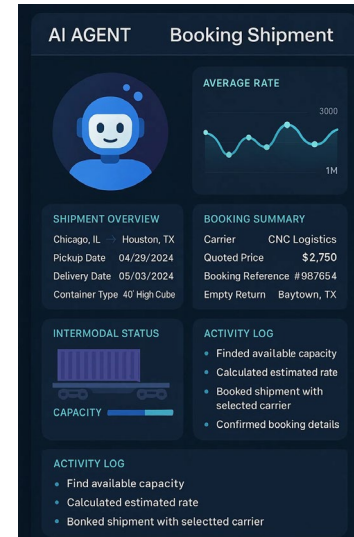
LLMs

Large Language Models i.e. ChatGPT for content generation and research.



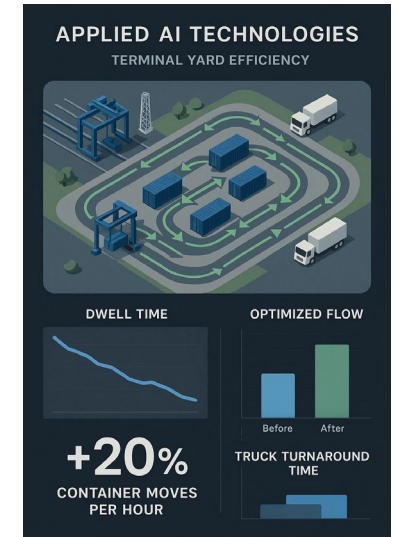
AI for Analytics

Als capable of complex insights for forecasting and decision making.



AI Agents

Interactive AIs that can communicate and execute tasks independently.



Applied AI Tech

Action based AIs for automation and critical digital thinking to accomplish complex tasks.



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Current state of analytics



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Audience Poll:

“Today, how would you describe the role analytics currently play in your intermodal or logistics operations?”



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How analytics are used today (A conversation)



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Where AI analytics can create an impact



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Audience Poll:
“Where do you see AI powered
analytics having the greatest impact in
intermodal operations?”



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From insight to action



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Trust and action



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Audience Poll:

“How comfortable are you with AI taking action based on analytics in your operation?”



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Trust, verification, and guardrails

Key takeaways and close

- Final thoughts from Chris and Mark
- What attendees should take back to their organizations
- Tools need to match the job, not the job matching the tool
- Thank you and next steps



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Q&A

IANA Announcements

- Register for upcoming webinars in our 2026 Intermodal Insights Virtual Education Program @ intermodal.org/upcoming-education
- Registration is now open for Intermodal Business Meeting, May 4-6 in New Orleans! Join us: intermodal.org/business-meeting



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Thank you for joining us!

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Executive Checklist: Making AI Analytics Useful in Operations

1. Be honest about how analytics are used today

- Identify where analytics explain the past versus influence decisions.
- Ask frontline leaders how often analytics change what they do today.
- Do not label dashboards as decision support if no action follows.

2. Map the real cost of insight

- Document how long it takes to go from question to answer.
- Identify where analysts, dashboards, or ticket queues slow decisions.
- Quantify effort in time, not just software spend.

3. Focus AI investments on effort reduction first

- Prioritize use cases that reduce manual work and waiting.
- Look for faster iteration and better questions, not automation.
- Avoid skipping straight to autonomous decisions.

4. Define what insight must do to matter

- Set expectations for timeliness, clarity, and relevance.
- Require that analytics arrive in time to influence decisions.
- Make ownership of acting on insight explicit.

5. Design trust before expanding AI use

- Define acceptable use, data boundaries, and accountability.
- Require transparency in how insights are generated.
- Treat AI governance like hiring and managing employees.

6. Adopt a crawl, walk, run approach

- Start with recommendations, not actions.
- Test AI outputs against human judgment.
- Expand scope only after trust is earned.

7. Make leadership responsible for guardrails

- Do not delegate AI trust decisions to vendors.
- Involve operations, IT, security, and legal early.
- Revisit guardrails as capabilities and risks evolve.

Bottom Line for Executives

If analytics do not reduce effort, speed decisions, or create accountability, adding AI will only add complexity. Start with reality, design trust deliberately, and move forward incrementally.

Let's Continue the Conversation

Chris Machut, CEO, SiteTrax.io  [linkedin.com/in/chrismachut/](https://www.linkedin.com/in/chrismachut/)