

Using AI to Tackle Intermodal Challenges

WEDNESDAY, MAY 7, 2025

11:00 AM – 12:00 PM

TRUMAN B

THE KANSAS CITY MARRIOTT


Breakout Session Agenda

- Session Kickoff and Interactive ChatGPT Demo Overview
- Interactive Demo Prep
- Education Topic: AI Overview for Intermodal
- Interactive Demo
- Wrap Up / Q & A
- AI and IANA: Moving Forward

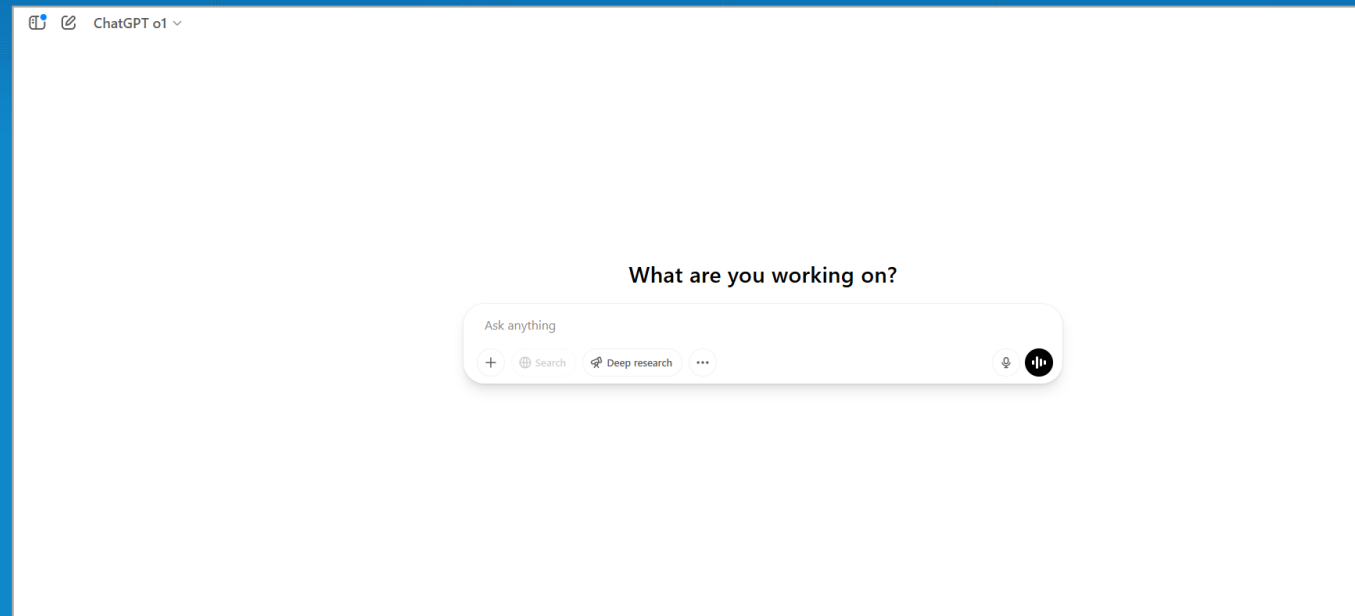


Chris Machut
CEO, SiteTrax.io

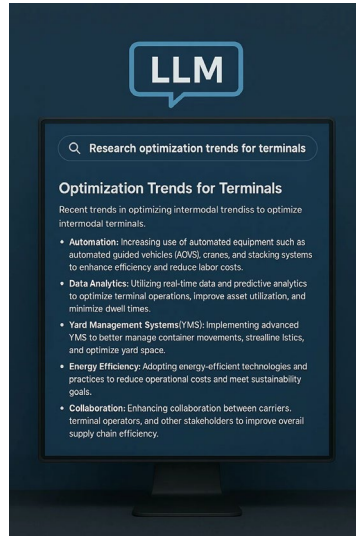
Topics Featured in Survey

- Container availability notifications (and accuracy) 
- Driver Recruiting and Retention: intermodal recruiting challenges and technology to improve retention
- Potential cyber threats to connected commercial fleets
- Reducing frequency of incorrectly attributed highway tolls
- SCAC Discrepancy Concerns
- Option for Open-ended Response

Interactive ChatGPT Demo

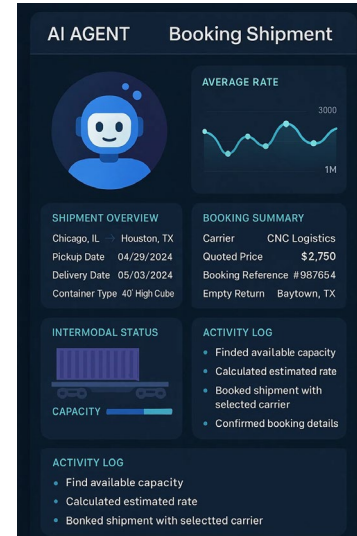


Pillars of AI for Intermodal



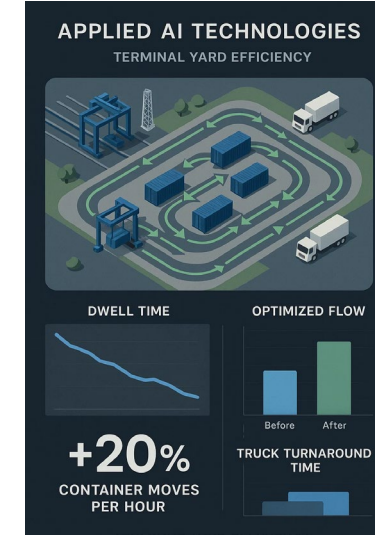
LLMs

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



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.



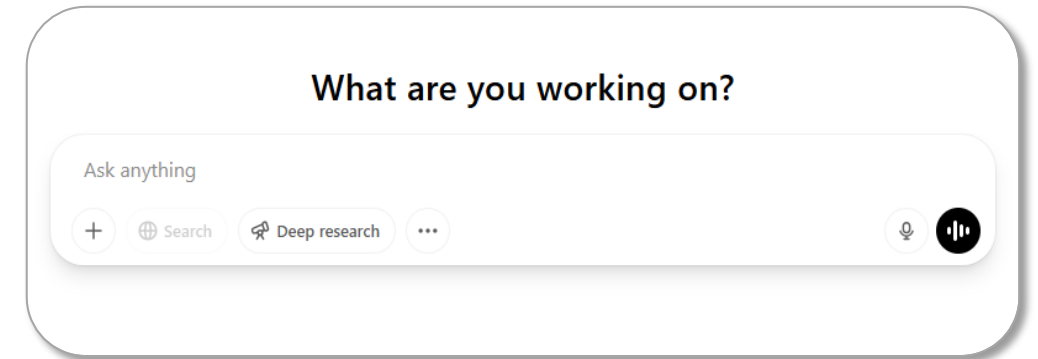
AI for Analytics

AIs capable of complex insights for forecasting and decision making.

Let's Talk LLMs

What Are Large Language Models (LLMs)?

Large Language Models work by analyzing vast amounts of text data to learn patterns in language, enabling them to generate coherent and contextually relevant responses.



What Are The Advantages?

SPEED: Fast access to information and brainstorming resources.

FLEXIBILITY: Task versatility.

PRODUCTIVITY: Execute tasks in seconds.

What Are The Challenges?

INACCURACY: LLMs can make things up.

OLD INFO: Some LLMs lack real-time information.

DATA RISK: Data privacy and security.

Intermodal Use Cases

AUTOMATE: Documentation and communications.

REPORTING: Summarize and collate complex multi-modal data.

CONTENT CREATION: Create marketing, proposal, and policy documents in seconds.

Let's Talk AI Agents

What Are AI Agents?

AI agents work by perceiving their environment, making decisions based on goals and learned data, and taking actions to achieve specific outcomes, often autonomously and adaptively.



What Are The Advantages?

24/7: Instant availability and constant efficiency.

SCALABLE: Simultaneous multi-user interaction capabilities.

AUTOMATION: Streamline processes and workflows.

What Are The Challenges?

EDGE CASES: Struggle to handle nuanced scenarios.

TRUST: Poor execution destroys user trust.

INTEGRATIONS: Connecting to legacy systems, databases, and feeds can be challenging.

Intermodal Use Cases

BOOKING: Smart and live booking and scheduling across modalities.

RATE COMPARISONS: Instant pricing and transit time quotes.

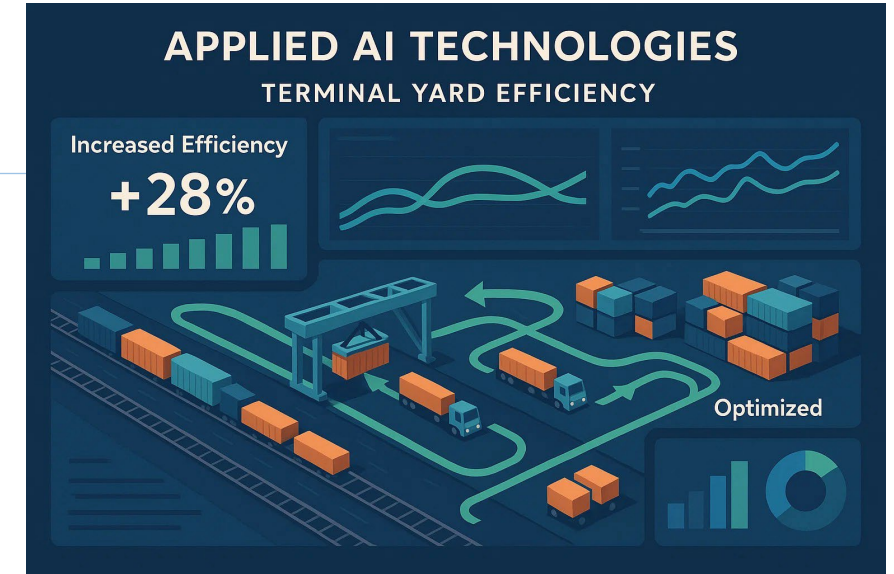
ADMIN AUTOMATIONS: Automate customer communications, data entry, and document management.



Let's Talk Applied AI Tech

What is Applied AI Tech?

Applied AI technologies leverage AI models to solve specific real-world problems – such as tracking assets or automating workflows – by integrating intelligent decision-making into practical, often industry-focused applications.



What Are The Advantages?

REAL-WORLD: Purpose built for real operational challenges.

EFFICIENCY: Reduce manual processes and increase speed.

SEAMLESS: Physical and digital integrations.

What Are The Challenges?

ADOPTION: AI is an intimidating leap for archaic operations.

DATA QUALITY: Optimization relies heavily on historic and real-time accuracy.

SCALABILITY: Customized systems can be challenged with multi-site application.

Intermodal Use Cases

OPTIMIZATION: Model optimal efficiencies and run operations with real-time information.

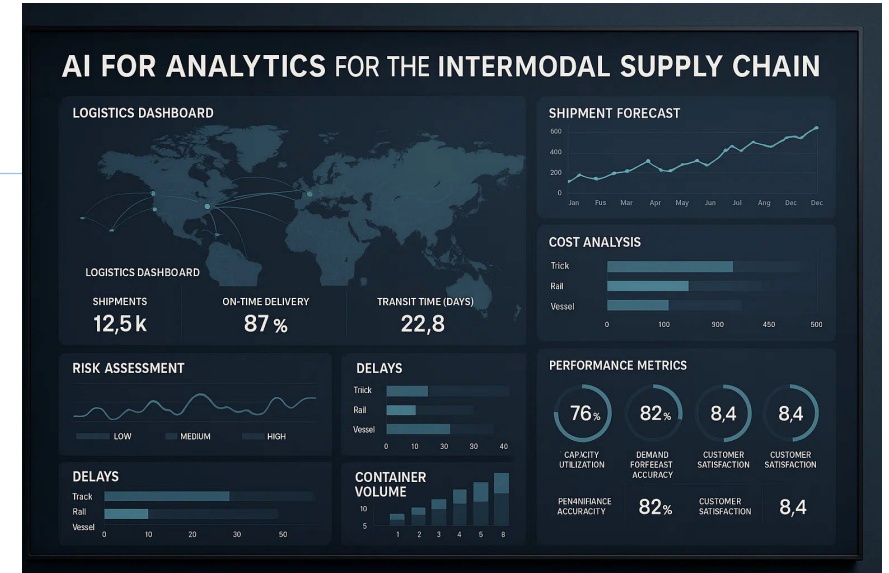
PREDICT + ACT: Predict demand or even maintenance trends and build in rapid responses.

TRACKING: Track everything from asset flow to carbon emissions to asset usage and conditions.

Let's Talk AI for Analytics

What is AI for Analytics?

AI for analytics and forecasting uses machine learning and statistical models to uncover patterns in historical and real-time data, enabling accurate predictions and data-driven insights for future trends and decision-making.



What Are The Advantages?

ACTIONABLE: Identifies patterns in massive datasets.

PROACTIVE: Active rather than reactive decision-making.

ACCURACY: Increase precision and scope of analytics.

What Are The Challenges?

DATA FRAGMENTATION: Incomplete or error filled data sets break models.

TRUST: Poor accuracy or execution destroys user trust.

ADOPTION: AI is an intimidating leap for archaic operations.

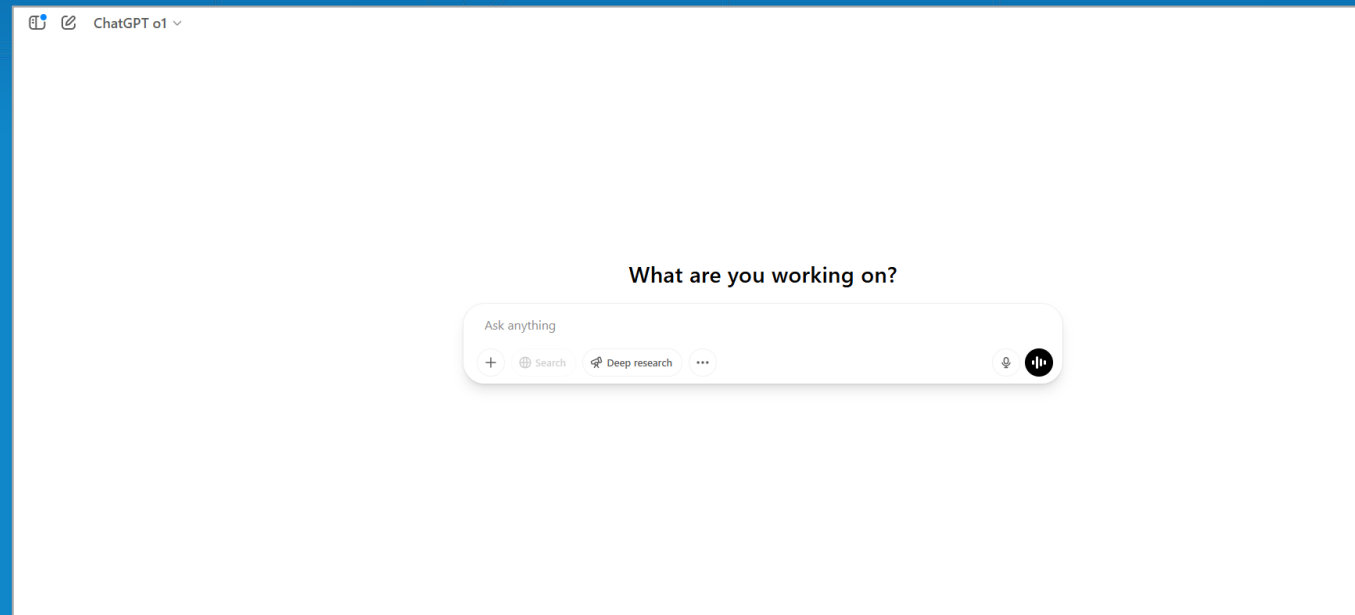
Intermodal Use Cases

FORECASTING: Predict volumes and trends with complex, multifaceted datapoints.

OPTIMIZATION: Analyze throughputs and operational allocations.

RISK DETECTION: Identify signals of disruptions and high-risk scenarios.

Interactive ChatGPT Demo



Interactive ChatGPT Demo Continue the Conversation



AI and IANA: Moving Forward

Let's keep the conversation going!

Reach out and let IANA know what you would like to see next with AI. As a reminder, IANA offers many opportunities to continue learning and discussing the future:

- Webinars
- Committees / Task Forces / Working Groups
- Case Studies / White Papers
- In-person Event Sessions

