



# FROM HUMAN BURDEN TO HUMAN ADVANTAGE

*The Red Technologies Approach to Practical,  
Production-Ready AI in Logistics*



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## How Spot & Red Technologies Build Practical, Real-World AI Solutions That Actually Work

Artificial intelligence isn't new to logistics, but honest conversations about what actually works are. For years, Spot's wholly-owned subsidiary and technology arm, Red Technologies, has been building and deploying AI in ways that reflect the real-world pace, pressure, and complexity of freight. The work wasn't linear; it was iterative and deeply collaborative.

What follows is a behind-the-scenes look at how the engineers, data scientists, and operations teams of Red Technologies have adopted AI by doing what logistics has always required: solving the problem directly in front of them, learning from the people closest to the work, and scaling only when the results earn it.

This whitepaper blends two perspectives rarely found in a single narrative:

- **The data side:** where AI is fueled, shaped, and validated
- **The development side:** where ideas become actual systems inside Spot's platform

Together, the two perspectives reveal how the Red Technologies team approaches AI with clarity, humility, and a firm focus on operational value.

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## SECTION 1

# The State of AI in Logistics: More Useful Than the Hype, Less Magical Than the Headlines

Logistics is one of the most attractive industries for AI adoption because it contains everything large-scale automation needs, including unstructured documents, noisy data, high volume, and time pressure. But as the Red Technologies team often points out, most conversations about AI start with misconceptions.

### AI Doesn't Think, It Recognizes Patterns

Large language models like ChatGPT appear conversational, but they're not reasoning. They're producing statistically likely text. Useful? Absolutely. Autonomous? They're still a long way off.

When businesses understand this distinction, AI shifts from something magical to something practical.

### Machine Learning, Rules Automation, and Large Language Models Are Not the Same Thing

Red Technologies categorizes modern AI tools into three buckets:

Type	What It Does	Spot Example
Machine Learning	Learns from historical data to predict or classify	Real-time pricing engine
Workflow Automation	Executes defined logic consistently	Document routing, automated billing queues
Large Language Models	Interprets or generates language	Voice AI, internal knowledge agents

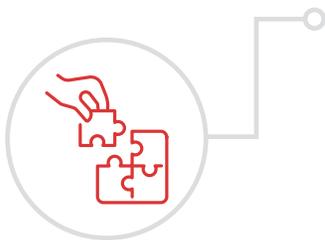
Most AI disasters happen when companies use  
**the wrong tool for the job.**

## SECTION 2

# Spot's AI Philosophy: **Amplify Expertise, Don't Replace It**

Red Technologies' core beliefs are simple: **AI should free people to concentrate on the work that draws on human judgment and creativity.**

The team has no fear about "AI taking jobs," because, as the engineers often explain, without real engineering experience, AI-generated code is "a system built on popsicle sticks." You can only interpret an AI suggestion if you understand the domain beneath it.

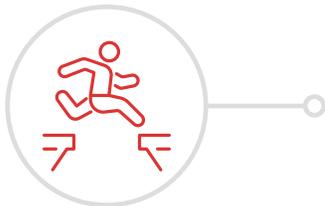


### **AI Changes Roles, It Doesn't Eliminate Them**

Across Spot, the Red Technologies team has shifted work in three healthy ways:

- Developers spend less time debugging and more time designing resilient systems.
- Data teams spend less time preparing datasets and more time interpreting insights.
- Account managers spend less time chasing paperwork and more time strengthening relationships.

These changes elevate The Spot Experience rather than erode human expertise.



### **But There's a Real Skills Gap Risk**

The team is candid about this. If junior developers never hit roadblocks because AI hands them the right answer, they'll never develop the instinct and reasoning required to build scalable systems. The apprenticeship moments, "scooting your chair over," walking through errors side-by-side, matter.

The team intentionally designs workflows that preserve problem-solving, mentorship, and collaboration, even as automation removes repetitive work.

## SECTION 3

# Building the Foundation: Why Red Technologies Invested Early in a Unified Data Platform

The Red Technologies data team began its AI journey years before the current hype cycle. They didn't start with something shiny. They started by getting the fundamentals right.

### The Problem: Fragmented Data Slows Everything

Before the data platform existed, Spot had the same challenge most logistics companies face:

- Siloed operational systems
- Inconsistent reporting
- Limited analytics
- No reliable foundation for Machine Learning models

### The Solution: One Source of Truth

The Red Technologies team built a modern data platform capable of supporting:

- Operational & BI Analytics
- Pricing algorithms and real-time decisioning
- Machine learning models
- AI agents & internal knowledge systems
- Voice-enabled customer support

This foundation doesn't just power AI; it accelerates every part of the business.

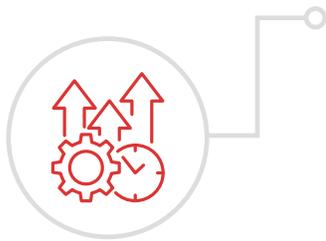
### You Don't Need a Data Platform to Start with AI, but It Changes the Ceiling

Companies can experiment without one, but scaling becomes slow and error-prone. With a unified platform, the Red Technologies team can prototype and deploy new AI solutions in weeks instead of quarters.

## SECTION 4

# Real AI in Production: What the Red Technologies Team Has Actually Built

This is the part most AI whitepapers skip. The team doesn't talk about future plans until something is proven. The best examples aren't theoretical; they're already in use.



### Case Study 1: AI-Powered Document Automation

#### THE PROBLEM

Spot previously relied on a legacy Optical Character Recognition system that hovered around 40% accuracy. That meant:

- Manual sorting
- Slower carrier payments
- Error-prone handoffs
- Constant back-and-forth with customers

#### THE SOLUTION

The Red Technologies team rebuilt the document intake pipeline using Google's Document AI, training it on Spot-specific patterns and workflows.

#### THE RESULTS

- Accuracy jumped from 40% to 90% plus
- Over 15,000 documents/day are processed automatically
- Carrier payments are issued faster
- Exceptions become rare instead of constant
- Employees gain back hours every week
- Carriers feel the difference immediately (fewer delays, fewer questions)

As the Red Technologies team puts it, "This gives people their time back, and gets carriers with whom we work paid quickly and cleanly."



## Case Study 2: Real-Time Pricing Model

### Instant Rates That Sales Can Trust

#### THE PROBLEM

Shippers increasingly expect instant rates, but fast pricing can't come at the cost of accuracy or margin control.

#### THE SOLUTION

The Red Technologies team built an evolving machine learning-driven pricing engine, and the fourth major version is now live. It:

- Incorporates historical rates
- Adapts to market shifts
- Trains and improves daily as new data arrives
- Returns reliable prices instantly

#### THE IMPACT

- Faster quoting speeds
- More consistent margins
- Improved customer trust
- Sales freed from manual lookups
- The Spot Experience becomes smoother and more modern

**This is not AI for show;  
it's AI solving an everyday **pain point.****

## **Lessons Learned:**

# What the Red Technologies Team Would Tell Any Logistics Leader Starting with AI

### **1. Don't try to AI everything.**

The temptation is real. The ROI is not. Start with one real business problem. Prove the value. Then scale.

### **2. Clean data is non-negotiable.**

If your inputs are messy, your AI outputs will be confidently wrong.

### **3. Bring operations in early and often.**

AI built in a silo fails fast. The pricing model only became reliable because carrier reps and account managers pushed on its outputs. The Optical Character Recognition model only became accurate because billing walked through exceptions one by one.

### **4. Don't assume AI replaces expertise.**

AI suggestions can sound authoritative and be wrong. Teams must learn to validate, not copy/paste.

### **5. Culture change is as important as technology change**

Adoption requires trust, transparency, and training.

## SECTION 6

# The Roadmap: Where Spot & Red Technologies are Taking AI Next

The team's future AI work focuses on two priorities: **speed and accessibility**. Both are designed to enhance, not replace, the human relationships that define The Spot Experience.

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Think of it as **intelligent front-line support**, not a replacement for real people, but a way to get answers quickly when urgency is high.

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This turns AI into a true operations assistant.

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The result is a logistics environment that is **more proactive and less reactive**.

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### A. Voice AI for Customer & Carrier Support

The Red Technologies team is piloting a voice layer that can:

- Provide instant shipment updates
- Answer POD status questions
- Triage issues before routing to a human
- Reduce wait times for customers and carriers

### B. AI Agents with Shipment-Level Context

One major challenge with Large Language Models today is memory. They can't "hold" a full logistics dataset.

The Red Technologies team is solving this by connecting AI to live shipment data. Soon, internal teams and external partners will be able to ask:

- "What's the status of Order 123?"
- "Show me discrepancies for this load."
- "Summarize exceptions for this customer."

### C. Workflow Intelligence Across the Platform

Future systems will help Spot:

- Detect issues before they escalate
- Recommend next actions
- Eliminate repetitive work
- Accelerate internal and external communication

## SECTION 7

# What This Means for Shippers & Carriers

### Shippers Get:

- Instant, more accurate pricing
- Faster issue resolution
- Fewer errors
- A modern, tech-enabled experience

### Carriers Get:

- Faster payments
- Fewer document delays
- Reduced admin overhead
- Real-time updates

### Everyone Gets:

A logistics partner whose technology enhances, rather than replaces, human expertise.

## CONCLUSION

# The Advantage Isn't the AI. It's the Partnership Between People and Systems.

Red Technologies' approach is grounded in a belief that has shaped the business since its founding: **Technology should make people better at the human parts of logistics.**

AI is not a magic wand. It's a tool, one that becomes transformative only when paired with operational knowledge, disciplined data practices, and cross-functional collaboration.

The competitive moat isn't the model. It's the culture that surrounds it.

Red Technologies continues to prove that when AI is applied with purpose, humility, and focus, it doesn't replace relationships; it strengthens them. **And in logistics, that is the real differentiator.**



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