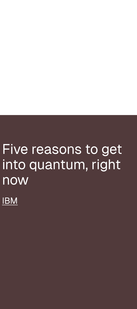
How to position quantum computing for supply chain and logistics



Quantum's coming to transform efficiency and resilience. Are you ready?

Quantum computers can explore countless different scenarios, simultaneously – and they're about to supercharge supply chains and logistics. Now is the moment to nail your positioning.

Rely on buzz and bold claims, and your voice will get lost in the hype cycle. But talk about quantum computing with clarity, credibility and character?

If you can do that, the opportunities are many. And the opportunities are huge.

$35b

That's how much McKinsey & Company believes could be saved, as quantum computing makes supply chains more efficient. McKinsey Digital

Five reasons to get into quantum, right now

IBM

01 Quantum-powered disruption management could help reduce the $184 million, on average, lost each year to supply chain disruptions.

02 Quantum computing is set to enable the last-mile delivery market, which is projected to grow to $86.2 billion by 2032.

03 Even a 1% uptick in last-mile delivery performance could create annual, global savings of $400 million.

04 Global container shipping has become a $150 billion market, making its optimization a maritime logistics priority.

05 Quantum algorithms could help streamline maritime operations, not least by tackling the high number of containers (1 in 3) currently moved while empty.

Where will you make your mark?

Route planning.
Cut transit times and costs, and really move the needle on fuel efficiency, using quantum algorithms to find even smarter routes.

Demand forecasting.
Use quantum processing power to crunch the complex factors that drive customer demand, and help managers optimise inventory without fearing stock-outs.

Risk management.
Usher in an age of super-agile, super-resiliant supply chains, using quantum computers to simulate disruption and response scenarios like never before.

Predictive maintenance.
Use quantum machine learning to optimise predictive maintenance models and keep complex equipment up and running.

Could you use a quantum recap?

If you're only just learning about quantum computing, and why it's worth your attention, don't worry. We've written an in-depth guide.

The following advice is for…

- Quantum computing companies targeting the supply chain and logistics industry
- Consultants and SCM tech companies delivering quantum-enabled solutions

Not you? That's OK. Discover how we help brands like yours.

How to position your quantum offering

Whatever quantum opportunity is in your sights, you'll need to cut through a sea of quantum-washing and hyperbole to convince your audience that you're the real deal.

And that means finding your quantum computing story. To define the elements of your positioning, answer these six questions.

Why must your story be told now?

What market category do you want to be in?

What defines your ideal customer?

What do you help them achieve?

What are your competitive alternatives?

What makes you better than the alternatives?

Your answers to the six questions give you the elements of your positioning (the 'back end' of your brand, if you like), which you can then combine to craft your brand story, messaging, and creative (the front end).

For more tips on how to do this, read the full guide.

How come you're so expert, Beneath?

Beneath is a B2B marketing agency with deep logistics and supply chain experience. We build brands and content campaigns that cut through the noise, resonate with target audiences, and fill sales pipelines fast.

If you want to know more, here's how to get in touch.

"The Beneath team were great to work with. They really got to grips with our offering. They challenged our assumptions, connected the dots and bought a creative perspective that helped us build a sharper story to go to market with – and it's already working."

David Edwards
Co-founder & CEO
Kiplot

Email
contact@beneathagency.com

Phone
+44 (0)20 3633 4804

Linkedin Instagram

B2B branding and marketing with depth

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