



## Shortest Track announces an open enrollment to the future.

**CHICAGO, IL (January 6, 2021)**

*Eric Hillerbrand sees connections that are not easily seen, inspiring his organization to help companies make sense of the chaos and adapt to the new world. For Eric, the pandemic has accelerated his quest to find a new way of dealing with complexity in times of disruption. As CEO, he leads the Shortest Track company, a global leader in Artificial Intelligence, to embrace “new world new ways” as a daily mantra and a commitment to help their clients forge a new future to survive, compete, and grow.*



### **Announcing an open enrollment**

Today, Shortest Track is announcing open enrollment for membership in the revolutionary **Intelligence Exchange**. Built on a principle of ‘a new world requires new ways’, the Exchange has been operational for three years for a limited number of organizations, and now is available to companies needing better visibility and insights into the ecosystem in which they operate. For companies in industries hit hard by the pandemic who are seeking to optimize their revenue and manage their supply chain, enrollment in this network-based platform enables them to imagine new lines of business and reimagine their existing business at incredible speed – powering through the chaos of the new world that has had them handcuffed.



### **Business reimagination is top priority**

The pressure of the pandemic has had businesses struggling to respond to the disruption. While most organizations are in survival mode, members of the Intelligence Exchange are reengineering how they manage their core business and establishing new lines of business to drive growth. Supporting this, McKinsey & Company cited in a recent report that *“business reimagination is the top priority for companies during the COVID-19 pandemic, enabling them to grow faster than their peers, and respond with greater resilience to volatility and economic shocks.”*



### **Visibility, connectivity and exchange**

But reimagining a business is easier said than done in times of uncertainty. Members of the Exchange realize that their challenges and opportunities are inter-related and that expanding visibility across their enterprise and ecosystem is the only way for them to truly understand the functional inter-relationships that are impacting their business. For these companies, enrollment in the Intelligence Exchange is providing connectivity and visibility to a network of intelligence that enables them to be more adaptive, make better decisions with speed, and become more resilient to disruptors likely to come their way. Members leverage their own intelligence coupled with the intelligence from the broad network, giving them the insights they need to formulate a new strategy and tactics to succeed.

Once enrolled in the Intelligence Exchange, Members have access to advanced AI-based intelligence that they need to recognize, predict, and respond to the signals of real-time shifts in consumer mobility and spend, COVID-19 impact and other hyper-local factors such as weather, health trends and supply chain disruption. Only an AI enabled exchange, like the Intelligence Exchange, can process the massive amounts of signals received, allowing members to access intelligence that would otherwise be *impossible* for them to acquire. This 360 view of their enterprise and across their ecosystem is essential to understanding the dynamic factors affecting revenue generation and the entire supply chain, allowing them to manage their business and their growth in a very different way.

### **Enrollment is a journey, not a destination**

By enrolling, members begin a journey down a path of identifying and solving whatever issues come their way. The Intelligence Exchange enables them to produce a long-term playbook that will be used to execute on their plan and measure their strategies against industry best practices and impact. *“Our first Exchange playbook helps members navigate their intelligence priorities and focuses on the top 5 use cases for managing and optimizing distribution in today’s volatile business environment.”* says Eric Hillerbrand, *“Our contributing brands are committed as an industry to speed recovery and transformation. That is an exciting commitment to business growth.”*

## A first for the food industry

Following this announcement of enrollment, Shortest Track will soon announce the first ever sponsored exchange for the Food Service industry, connecting food suppliers, channels, and other players. As the food industry works to recover from the impact of the pandemic, improved demand forecasting is essential to inventory management, product availability and growth, all key issues in moving product through the food distribution chain. *"We are in a position to be able to help the food industry right now, today"* says Eric Hillerbrand *"and we are pleased to be able to partner with and have the sponsorship of a major national channel to make it happen."*



## If not, why not?

For companies that are seeking new ways to combat the disruption of today, enrolling in the Shortest Track Intelligence Exchange not only makes sense, it's the only way to operate in the new normal. With a 360 view of their enterprise and across their ecosystem, companies are able to improve their decision making, respond to disruptive factors affecting their business and work smarter. The Exchange gives its members visibility, connectivity and the exchange of intelligence, but more importantly it gives them hope. Hope that they can make sense of the chaos, to move forward with speed and focus on reimagining their future.

If you want to become part of a network that is forging ahead by re-engineering how they make decisions, connect with **Shortest Track** and speak to **Mike Ward**, (847) 343-9286, [mikew@shortesttrack.com](mailto:mikew@shortesttrack.com)



**The Shortest Track Company** is the global leader in Intelligence Exchange management, enabling industry ecosystems to connect through an artificial intelligence fabric and exchange the intelligence that helps companies and their partners work smarter in today's disrupted new world.

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