

The Largest Supply Chain Event in the Country.

4 days. 1,000+ exhibitors.

Here's what I saw and what
it means for your business.

01

Word of the Conference: Intralogistics.

Not AI. Not robotics.

Intralogistics — the efficiency of flow inside your facility.

Less buzzword. More serious tactics. Automation, robotics, and AI finally deployed where it counts: the warehouse floor.



02

Tariffs Aren't Going Away.

Even after the February SCOTUS ruling, supply chains are still absorbing the impact.

2-3 weeks of added customs delay. Structural supplier resets. Secondary quality issues rippling downstream.

Companies are still rebuilding. That takes time.

03

AI Has Moved Past the Hype.

The question at Modex wasn't
"should we use AI?"

It was: how do we use it
practically?

Wearables for labor management.
Cameras for product tracking.
Data beyond the barcode.

That's a meaningful shift.

04

Integrators Are Going Back to Engineering.

AI is handling more of the software work.

Smart integrators have pivoted to facility design, process flow, and change management.

When your tools evolve, your positioning has to follow.

05

Most Against- the-Grain Idea I Saw:

A platform where human language is the code.

No distinct coding language.
No technical barrier.

While everyone else writes code faster with AI, one company eliminated code altogether.

Worth watching.

What Does This Mean for Your Business?

Supply chains are being restructured. Labor is harder to find and manage. Tariff pressure isn't resolved. AI is a real operational factor.

All of this affects how your business is valued — and when the timing is right to explore your options.

SDR*Ventures*

THINKING
LIKE
OWNERS

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