Case Study: Locus Traxx
Perishable Goods Delivered Without Peril

The Challenge

Specializing in shipping perishable goods via multi-day trips on someone else's truck could be challenging and costly. Weather, unusual conditions, cross-border customs controls and lack of standardization among trucks to hold and maintain temperature are just a few of the challenges Allen Lund faces every day.

The Solution

Portable, wirelessly-enabled shipment monitoring solution from Locus Traxx powered by the KORE Global IoT Network.

The Results

Perishable goods shipments can be valued at $10,000 — $100,000 or more. This solution has saved time and money and Allen Lund has numerous stories of customer shipments that have been saved because an alert was received and appropriate measures were taken.

- Immediate access to shipment information prevents spoilage in as many as 10% of shipments

- Reduced hours and dollars spent on customer claim submissions

- Access to average length of a haul, actual miles of a trip and viewing entire fleets on a single map simplifies business

Background

Transportation logistics can be a challenge in and of itself, but without the right information at hand — it can quickly become a nightmare.

Supply chain continuity is one thing, but delivering perishable goods is even more challenging because additional variables come into play that, if left unmonitored or unchecked, can spoil an entire shipment. Temperature, door security and actual location of the shipment in real-time can mean the difference between delivering quality products or an expensive container of spoiled goods.

Additionally, if you do not actually own the trucks that deliver your customer's goods, it makes monitoring them extremely expensive, if not completely impossible. Allen Lund needed a solution that was portable, removable, simple to install and dismantle, able to retain battery life and work immediately upon installation.

> **"Our simple, portable, cost effective solution is saving shipments from being destroyed in transit every day."**
>
> **– David Benjamin**
> **CEO, Locus Traxx**

Solution Overview

The OverSight™ system from Locus Traxx is a wireless system that is connected via the KORE network ensuring safety and security by making shipments self-reporting. By blending sophisticated SmartTraxx™ telematics with innovative, SmartTag™ wireless sensors, Allen Lund continuously monitors and instantly receives data on shipment temperature, door security and location from shipments on the road to computers or smartphones.

The wireless sensors detect and continuously report information including shipment temperature, door status (open, closed, locked), and other conditions and when an issue or exception event is detected, Intelligent Alert text and email messages are sent automatically to Allen Lund so they can make real-time decisions and take necessary steps to ensure the safe delivery of the products on the truck. These Intelligent Alerts are delivered via the KORE network anytime an event occurs that violates a rule — saving time and money while ensuring the safe delivery of the shipments.

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Key Results

Across the board, Allen Lund has seen that, on average, their customers have to intervene in approximately 10% of their shipments and because they are able to receive alerts and make adjustments while the shipment is in transit, the problems are resolved before they become claims. By learning what is happening while it is happening, Allen Lund has lowered claims by tens of thousands of dollars and saved hundreds of hours in claims management for their customers.

For example, Valentine's Day 2012, Allen Lund conducted 75 floral shipments out of Miami that were headed up the East Coast. Eight shipments triggered alerts. Out of those eight shipments, six were able to be adjusted in the field at the time of failure by the drivers and the other two were redirected to a service center where repairs were made to the trucks and the shipments were back on the road and delivered to their final destination on time and in excellent condition. The end result — 75 loads were delivered on time and in commercially acceptable condition.
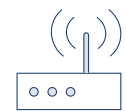
100% True Global Coverage

IoT Expertise and Strong Service Delivery Track Record

Locus Traxx Delivers

- Portable, cost effective seamless tracking solution

- Automated and Self-reporting Food Security and Defense

- SmartTag Sensors for Continuous Monitoring

- Analysis and Reporting with Intelligent Alerts

- Easy to Navigate Dashboard Views of all Shipments and Reports

KORE Delivers

- 100% true global coverage

- IoT expertise and strong service delivery track record

- Dual VPN connections for its network-to-customer premise with auto failover for performance and reliability

- Two, fully geo-redundant data centers powered by Cisco with automatic failover and self-healing capabilities

- Multiple, redundant connections to the largest cellular and satelite carriers wordwide

Multiple, Redundant Connections

Automatic Failover and Self-Healing Capabilities

About KORE

KORE provides the people, expertise and technology to support the many visions of the IoT, from the Inspiration of Things to the Innovation of Things to the Internet of Things. Founded in 2003, KORE quickly rose to become the world's largest managed network services provider specializing in Internet of Things (IoT) and Machine to Machine (M2M) communications. Today, KORE is a global leader in software service and platforms that power the IoT, with millions of active on-network units. KORE is the brand powering other leading brands, including some of the world's largest enterprise customers. KORE's singular customer-centric focus is to identify and develop solutions that help clients realize IoT innovations and accelerate time-to-market schedules. KORE has over 350 people who serve customers in 110 countries, empowering new business models and opportunities to monetize the IoT. KORE: The People Powering IoT.

About Locus Traxx

Locus Traxx improves food safety and security through continuous monitoring and real-time reporting on the condition of food products while they are being shipped. The continuous monitoring and real-time reporting system assures food safety. The innovative, automated, and self-reporting approach assures customers' perishable goods safety by monitory in-transit temperature , GPS location and security information.

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The People Powering IoT