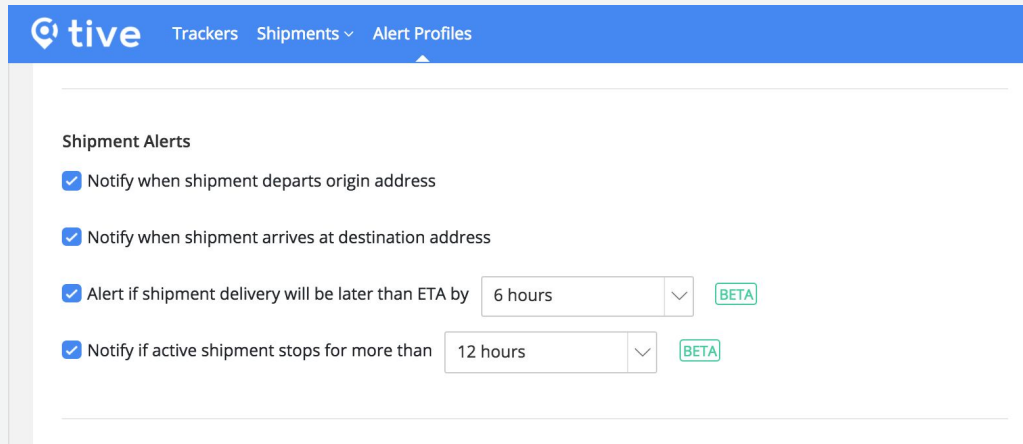# CASE STUDY: AUTOMOTIVE MANUFACTURER

A European automotive manufacturer relies on components and materials that are shipped to them from various suppliers. These inputs are sensitive to being dropped or handled roughly, and so the company uses Tive's supply chain visibility solution to monitor in-transit shock, tilt, and vibration levels. The company also strives to avoid holding excess inventory or shut the plant down due to material shortages, so being able to predict delays of inbound goods is critical.

CHALLENGE

Key components such as engines are sensitive to rough handling, and would often arrive at the manufacturer damaged. Other components are less fragile, but when they arrive late, the effects of the delay can snowball through the entire automotive supply chain and lead to costly production delays. In addition, it is often impossible for the manufacturer to determine when or where along the suppliers' supply chain the damages are occurring, making it difficult to eliminate the root cause of the issue.

SOLUTION

The manufacturer attached Tive trackers to the returnable packaging that traveled together with key components, making it possible to get real-time data on inbound shipments from suppliers. With Tive's supply chain visibility solution, the manufacturer can monitor their goods in real time and receive immediate alerts if a shipment experiences potentially harmful shock levels or is likely to arrive late. If a shock event occurs, they can determine the exact time and location of the issue, and work with the supplier to resolve the issue. When goods are delayed, the company can adjust production schedules or expedite parts to avoid plant disruptions.

Tive's supply chain visibility solution sends a real-time alert if a shipment is stopped in one location for too long or is likely to arrive late.

IMPACT

Real-time alerting and data analysis across all shipments and routes helps the manufacturer avoid unpleasant surprises and eliminate the root cause of issues to optimize the supply chain going forward. This leads to fewer production delays, less waste, and an improved experience for the end customer.