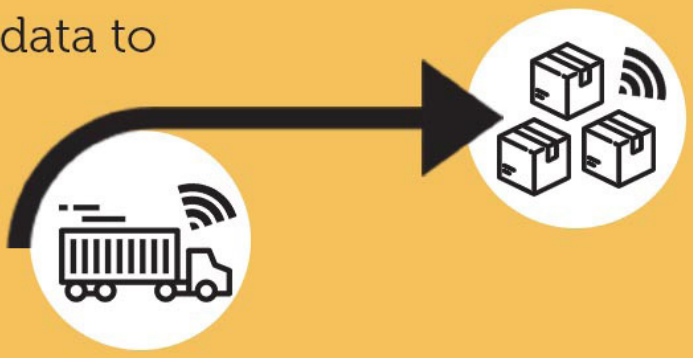
Smart logistics management is more than just delivering vehicle data to your office through the Internet.



Start thinking at the **PACKAGE** level

Why Vehicle Tracking Systems Failed in Logistics

February 8, 2018 - **Premsai Sainathan**

Read Time | **5 Mins.**

Real-time GPS vehicle tracking and management — aka fleet management — gave rise to the notion that complete logistics visibility could be achieved by tracking all the fleets in the world. This is also known as the “connected fleet” model in smart logistics.

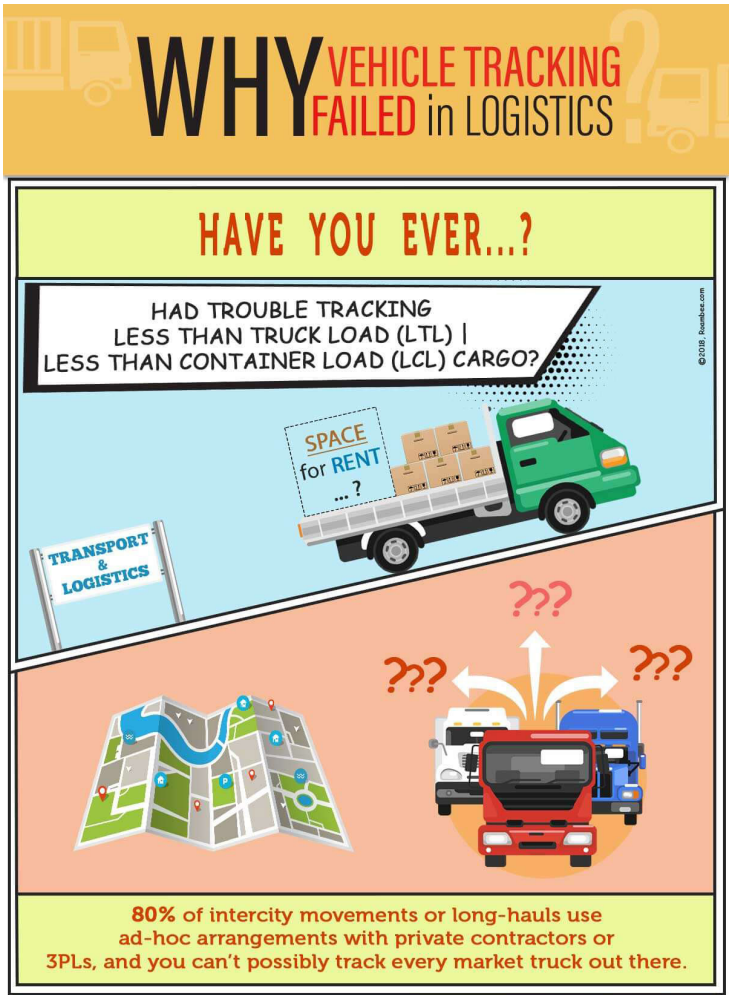
The connected fleet model is a system by which vehicle tracking/telematics systems coupled with fleet management software creates a logistics tracking solution that’s able to **Track your goods by Tracking the vehicles that they’re in.**

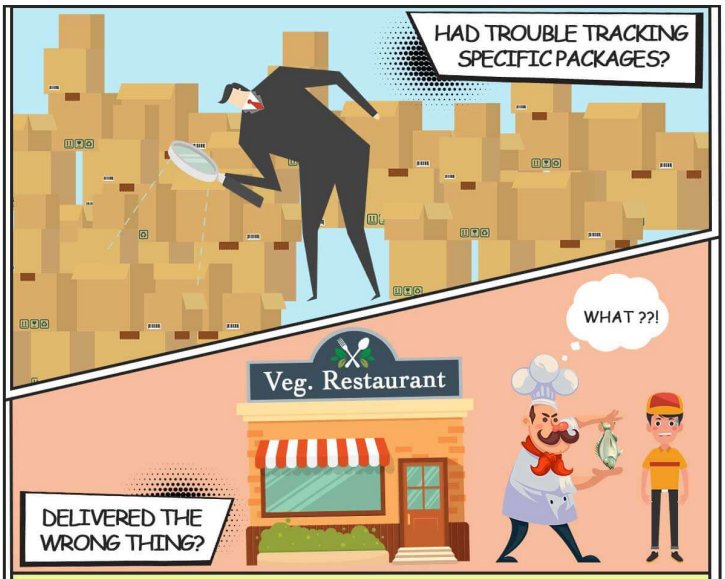
While that may have been a good place to start, a tracking system based solely on location, and that too the location of a vehicle, is insufficient.

Data about movements simply isn’t enough when you need to develop actionable intelligence.

You need more than just location, you need details about your shipments, details like their current condition, expected time of delivery, reliable confirmations about actual deliveries, as well as any deviations from the norm.

If you have experimented with vehicle tracking or fleet management systems for logistics visibility, their drawbacks illustrated below would sound familiar!





Vehicle tracking cannot provide accurate delivery confirmation at a package level.

WONDERED WHY THE LOAD WAS LIGHTER?

Vehicle tracking can keep track of your truck, it can't keep track of your cargo.

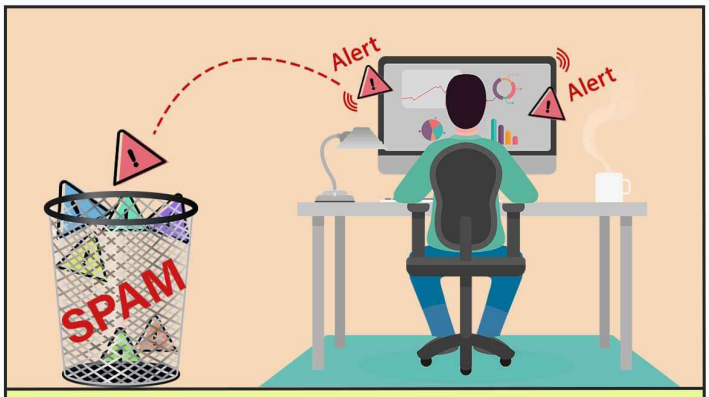
DELIVERED DAMAGED GOODS?

You can't really gauge the condition of your shipment from the condition of your truck's engine.

HAD TROUBLE GETTING YOUR TRANSPOTER TO TRACK FOR YOU?

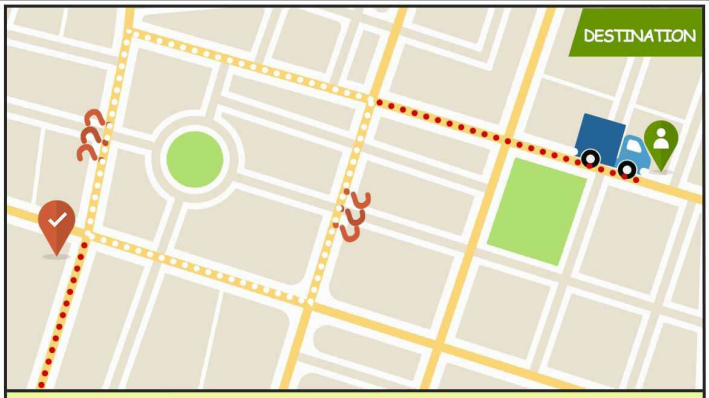
Fleet management is a transporter/3PL/vehicle-owner initiative.

MARKED TRACKING ALERTS AS SPAM?

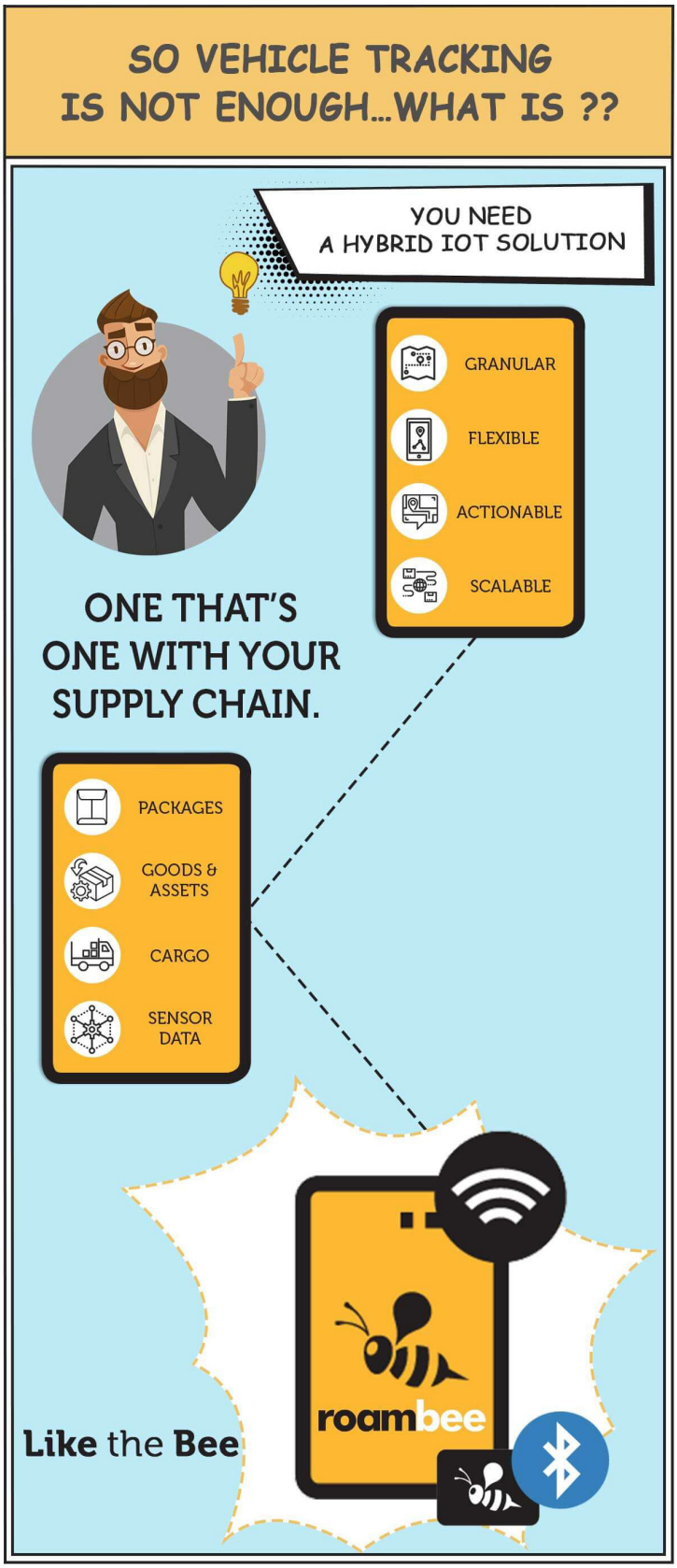


Without structured or actionable data, pouring over analytics and sensor feeds is an easy way to look busy while getting nowhere.

HAD GAPS IN YOUR TRACKING DATA... ?



The system tracking your freight isn't pulling its weight if there are gaps in data or connectivity.



To get good grip of your logistics operations, it is time to start thinking of visibility at a package-level. Hybrid IoT solutions like the Bee and BeeBeacon make this possible.

Schedule a BeeBeacon Demo

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Know More, Now.

https://www.roambee.com/get-started

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