

BOLSTERING REPUTATION AND RELIABILITY WITH CARGO TRACKING

In trucking and logistics operations, it's important to retain visibility of your trailers. Many existing systems prioritize this need, but in the process, they fail to account for the equally important aspects of cargo and equipment tracking. After all, knowing exactly what's on each trailer is half the battle. But is it possible to have a single solution that effectively accounts for tracking trailers, cargo, and equipment at the same time?

The Challenge

A company is having problems with the accountability and accuracy of their logistics operations. It is far too common for them to ship products, only to later find out that they were loaded onto the wrong trailer and delivered to the wrong destination. This is starting to have a negative impact on their company's reputation; they're losing customers due to a lack of reliability. It also makes it nearly impossible to effectively plan routes and resource utilization cycles, as when these mishaps occur, getting the cargo back onto a trailer and on the road to the correct destination is a priority. As one might expect, this creates a ripple effect throughout the established schedules, often resulting in other shipments being delayed. The company needs a way to ensure that cargo is loaded onto the correct trailer and traveling toward the correct destination, even when loading teams and drivers are on tight schedules.

The Solution

Link Labs provides logistics solutions for companies like the one in the example, using a single system to ensure visibility for not just trailer location, but also the location and condition of individual assets. This includes both cargo and equipment tracking. With our AirFinder Everywhere solution for logistics and trucking operations, we have the ability to provide complete visibility and control over both your trailer and everything it contains.

By affixing this company's trailers with our patented SuperTags and affixing their product pallets with asset tags, we can provide visibility for both the trailer and the cargo. The tags on the pallets or larger goods will register as being in the vicinity of the SuperTag, which then reports which products are on the trailer. It can also report condition information, if necessary. By setting up digital barriers called geofences around their facility, they can also set up the system to automatically send an alert when a trailer leaves, letting operators check what's on a trailer before it gets too far. This solution helps the company make more reliable deliveries, catch any errors sooner, and protect their reputation with customers.

Why Should Your Company Choose AirFinder?



Unprecedented location capabilities.

We combine GPS, WiFi sniffing, and cellular identification technologies for improved location accuracy and power efficiency.



Massive use case extensibility.

Our platform supports a wide range of tags and sensors, enabling the applications that you need, on your terms.



Lowest cost in all respects.

Not only do we utilize affordable, mass-produced tags, but we champion low-cost infrastructure and installation.



Comprehensive enterprise grade capabilities.

We boast global 5G connectivity, infinite scalability, and a cloud-agnostic, integration-friendly platform.



Conclusion

Link Labs enables fleet managers to track not just the location of their trailers, but also to track the cargo that each trailer contains. This allows companies to gain greater control over their daily operations, ensuring that each shipment gets where it needs to go on the first try. We have worked with a number of companies to help solve these problems in a way that is unique to their operations, their needs, and their company's scope, and we continue to find new ways to help new customers every single day. Contact us today to learn more about how we can help you with your trailer tracking, cargo tracking, and beyond.

[Book a Demo](#)