

COMBINING ASSET TRACKING WITH TELEMATICS FOR **ENHANCED VISIBILITY**

Based out of New York, a renowned luxury automobile
Based out of the United States, this reputable trucking and transportation company has been operating in the logistics industry for over half a century. With a fleet of thousands of trucks crisscrossing the country to deliver goods efficiently and on time, this company has earned a stellar reputation for its reliability and commitment to customer satisfaction.

The Challenge

Unfortunately, like many other transportation companies, this company was facing operational challenges that hindered their quest for even greater efficiency and visibility. One of the primary concerns was the lack of real-time asset tracking for their non-powered assets, which made it extremely difficult to manage inventory effectively and to maintain consistent customer service standards. Although the fleets did have a telematics platform in place, the company needed that additional layer of support to completely ensure supply chain efficiency and to reduce any headaches that could stem from the misplaced assets.

The Solution

To address these pressing challenges, the trucking company sought a modern and innovative solution. They decided to integrate their existing telematics platform with Link Labs' state-of-the-art asset tracking technology through APIs and MQTT streams for seamless data access. The Link Labs solution provided a comprehensive package that included IoT devices, a long-range wireless network, and an advanced analytics platform. The integration began by outfitting each trailer type with Link Labs' SuperTag Plus devices. These devices were capable of capturing real-time data on crucial parameters such as location, temperature, humidity, and more. The company then placed Link Labs' E9 puck tags on each of the pallets within their trailers to provide a full network surrounding the trailer through SuperTag Hub mode. The wireless network, built with low-power technology, then facilitated seamless data transmission across extensive distances without draining the sensors' batteries. After the collected data underwent sophisticated processing and analysis, the data was directly pushed to the preexisting telematics user interface to give the operating team detailed reports and actionable insights. This allowed the operators to make data-driven decisions to optimize their logistics processes effectively.

Why Should Your Company Choose AirFinder?



Integration

Link Labs provided the ability to integrate with the company's existing telematics platform which made the data transition extremely simple.



Affordability

AirFinder found a balance between providing a quality solution while remaining affordable. Going through thousands of tags each month gets expensive, but the Everywhere solution found the sweet spot between price and effectiveness.



Visibility

The AirFinder solution provided complete visibility of the logistics company's non-powered assets. It also had the ability to provide insights into different asset condition metrics such as temperature, shock, and humidity.



IT Independent

There were no security concerns due to the safety of Link Labs' network and its ability to operate independently.



Loss and Theft Prevention

Tracking the non-powered assets in the fleet prevented any theft or loss from occurring. By adding the extra layer of support, the company was able to take a proactive approach.



Conclusion

The integration of Link Labs' asset tracking technology marked a turning point for this trucking company. With real-time asset visibility, they could now proactively monitor their entire fleet, optimize routes in response to dynamic conditions, provide precise delivery timelines to customers, and so much more. This heightened level of asset tracking enabled them to minimize delays, prevent loss or theft, enhance inventory management, and improve customer satisfaction.

The successful collaboration with Link Labs not only streamlined their operations, but also positioned the company as a pioneer in leveraging IoT solutions within the transportation industry. As a result, they solidified their reputation for reliability, gained a competitive edge, and opened doors to further innovations. The integration of asset tracking technology proved to be a transformative step towards achieving efficiency, visibility, and excellence in their logistics operations.

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