# Use Case
# Smart Trailer

## Importance of Having a Smart Trailer

Without a smart trailer, fleet managers lack visibility of their operations. Having visibility should be an essential part of your strategy to maximize efficiency while minimizing risks. When you can see where your trailer is at all times, you can optimize trailer utilization, understand dwell times, and even prevent theft of trailers and the cargo inside of them.

## Benefits of Using RTLS to Make Your Trailer Smart

When you have data on your trailer utilization, your purchasing decisions are better informed than they would be without the data. The same concept applies to monitoring your trailers' dwell times. Monitoring these times gives you valuable data that you can use to make decisions about improving operational efficiency. Some additional benefits include:
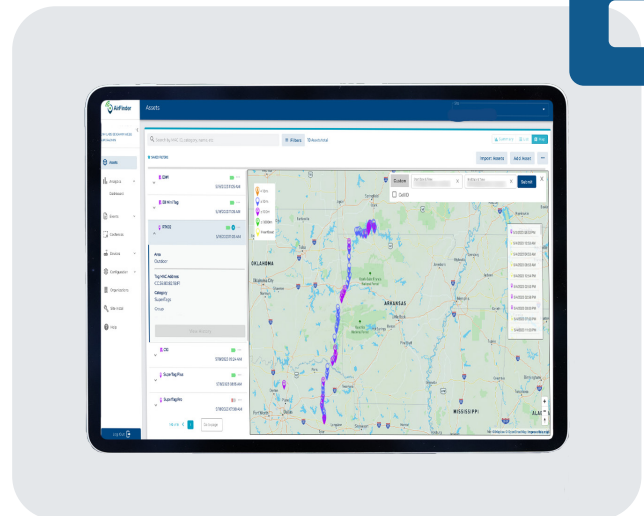
**Improved Customer Service**

**Reduced Theft**

**Reduced Search Time**

**Environmental Monitoring**

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## The Challenge

### Scenario

A distributor was considering purchasing new trailers to increase the number of deliveries they could make each month. Before purchasing additional trailers, however, they wanted to make sure they were adequately utilizing all of their existing trailers. At first, they thought about keeping tracking manually through a spreadsheet, but that proved to be time consuming and largely inaccurate. They needed a way to make their trailer smart so it could record the data on its own.

### Key Needs

Data Trailer utilization data

## Link Labs Solution

Our RTLS solution gave this company the visibility they needed by using our technology to make their trailers smarter. Once installed, our solution recorded data regarding the usage of each trailer by month. The fleet manager was able to determine there were five trailers in the back of the lot that were not being used at all. Instead of purchasing new trailers to make more deliveries, they were able to save money by better utilizing the trailers they already had.

### Book a demo to get started
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