Asset Intelligence

How Intermodal Asset Tracking is Creating Smarter, More Utilized Equipment

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This Webinar is part of the Business Intelligence Services Series
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BlackBerry® Radar

Asset Intelligence
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Asset Intelligence
Asset Intelligence
How Intermodal Asset Tracking is Creating Smarter, More Utilized Equipment
Industry Challenges

Differentiated Customer Service Offerings

Changing Demand & Capacity Crunch

Focus on Reducing Costs & Improving Efficiencies

Driver Retention & Satisfaction

Asset Intelligence
Technology Advancements

- **Beginning of 'Telematics'**
  - First personal computer
  - Term 'telematics coined'
  - Beginning of GPS Satellite system launched

- **World Wide Web & GPS**
  - World wide web and GPS become publicly available
  - Proliferation of mobile devices
  - The first internet-based fleet management solution is developed

- **The Computer Evolution**
  - Personal computers become widely adopted
  - Development of first onboard computers
  - Launch of 1G network

- **The Internet of Things (IoT) and GPS Tracking for Trucks**
  - LG announces internet connected refrigerator plans
  - In-cab GPS navigation systems widely adopted
  - Cloud technology explodes with Amazon Web Services
  - 2G was launched
  - IoT is born in 2008-2009 – more things are now connected to the internet than people

- **Asset Visibility and Automation**
  - Sensors begin to drop in prices enabling further IoT expansion
  - 3G & 4G launched
  - Cost of GPS decreases
  - 2017: ELD Mandate in US
  - 2018: 6.1 million tracking units deployed on transport and intermodal assets/equipment

- **The Internet of Things (IoT)** and GPS Tracking for Trucks
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- **Enhanced Visibility and Supply Chain Control**
  - Increased focus on supply chain control as well as cargo/data security
  - Impact of driver assistance to highly automated driving technology
  - Digitization, automation and AI
  - By 2023 expected to have 20.4 million units deployed globally on assets/equipment

Asset Visibility and Automation
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Asset Intelligence
Components of Asset Tracking and Monitoring Solutions

**Devices**
- Reliability
- Sensors
- Battery life & Power
- Software updates
- Cellular service plans
- Install time & complexity

**Communication**
- Data volumes
- Frequency
- Security & Stability

**Visual Dashboards**
- Cloud-based
- No IT expertise required
- 99.9% uptime 24/7/365
- Mapping and Tracking
- Reporting and analytics
Intermodal Industry Challenges Need A Solution

Differentiated Customer Service Offerings

Providing customers accurate and timely information
Using data in customer discussions and negotiations

Reducing Costs & Improving Efficiencies

Improve utilization of assets.
Improve planning
Reduce dwell and turn times
Automate/Streamline Process
Reduce unauthorized use

Changing Demand & Capacity Crunch

Asset Visibility
Analytics
Reports
Need for Telematics

Focused on technology that benefits our key stakeholders

• Customers
• Carriers
• Employees

Improve asset utilization by receiving information faster

• Lowers equipment cost
• Increases fleet capacity

Improve operating efficiency

• Lowers dependence on phone calls, emails, and data entry
Key Considerations

**Hardware**
- GPS + Cargo Sensors
- Durable/Rugged
- Battery Life
- Easy Installation

**Software**
- User friendly interface
- Integration with our TMS

**Value**
- Economics of solution
- Value and efficiency of incremental information

Asset Intelligence
Benefits

Location & Cargo Status

- Arrival/Departure at Container Depots
- Arrival/Departure at Customer Facilities
- Empty at Customer Facility

Improvement in Asset Utilization

- During our pilot program we saw over a day of use per container improvement
- “Empty at customer” data improves drop pool and reload management

Operating Efficiency

- Reduced calls and emails with customers, carriers, and container yards
- Reduced data entry as event data is automatically updated in our TMS

Asset Intelligence
The Future of Asset Intelligence

Enhanced Integration
- Customers
- Carriers

Better Use of Data
- Dynamic ETAs
- Exception management
Results / Findings vs Project Goals

1. Implementation findings
2. Impact on Operations
3. Customer Service
4. Service improvements
5. Cost Reductions and P&L impact
Unexpected/Expected Findings

1. Good and bad
2. Surprises?
3. What did you not know that you know now?
What Value Comes from Asset Management?

- Improve Asset Utilization
- Gain Visibility
- Improve customer service
- Optimize Maintenance
- Responsive and Proactive Operations
- Improve Driver Productivity
- Reduce Theft
- Track and Save Miles Traveled
Celebrating 35 years providing innovative solutions to Canadians, and the world

- Enabling and securing the internet of things
- Leaders in mission critical software, AI and cybersecurity
- 23% of revenue invested in R&D
- 37,600+ patents
- All 7 of the G7 governments
- 9 of the 10 largest automotive OEMs and in 120+ million cars today

BlackBerry Radar

End-to-end solution purpose-built to provide deep, reliable visibility to non-powered assets, such as chassis, containers and trailers.

- Easy to use dashboard
  - Actionable insights
  - Powerful reports
  - Useful tools
  - Integration APIs

Ruggedized devices
- <10 min installation
- Long lasting & low maintenance
- Secure OTA Updates
- Scalable to wireless sensors
- Innovative solutions

Improve asset utilization
Streamline and automate processes
Reduce costs and fees
Enhance service level offerings

Improve asset utilization
Streamline and automate processes
Reduce costs and fees
Enhance service level offerings
QUESTIONS?
Enter them in the control panel
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