The age of globalization is here and it is here to stay. This brings forth new business, new customers, new partners and new challenges. Many transportation and logistics service providers are facing the growing challenges of navigating cargo globally at a reasonable cost and within an acceptable time frame. The lack of visibility and the fragmentation of cargo are driving operational inefficiencies that inflate cost and drain revenue.

Global Cargo
Solution Sheet

CHALLENGES

Losing Visibility
The lack of visibility on the status of goods creates a very real challenge where multiple handoffs are involved, especially where cargo crosses service provider boundaries. Given that a single shipment may require all manners of travel modes and multiple handoffs, the pressure on transportation and logistics service providers to provide visibility and accurate reporting on any cargo type is profound.

Fragmented Cargo
Most of today's global cargo moves intermodally, by air, land and sea transport. Complex routing also increases the possibility of fragmentation, even for expedited transportation services such as air. Terminal points for air cargo can be vulnerable when a shipment with multiple pieces are broken apart due to capacity constraints. The same holds true for shipping ports and other hubs where the visibility of each piece easily becomes convoluted.

Comprehensive Information
It is up to the transportation and logistics service providers to offer real-time data capture in order to equip their customers with immediate and comprehensive information regarding their cargo in transit. There are different processes in place when cargo has multiple handoffs whether it be across boundaries, terminals, ports or hubs and this information rapidly turns opaque.

BENEFITS

Complete Visibility
With ShipTrack, end-to-end tracking is simplified and complete visibility is easily achieved. ShipTrack adds transparency to the process that can quickly become opaque and convoluted when cargo has multiple handoffs. The ShipTrack track and trace reporting feature combined with regular transit scans captures vital information including time and location. This feature can ensure cargo has not been delayed, misplaced or misdirected and if it has, who is then accountable.

Leverage Technology
With the ShipTrack cloud-based logistics platform, there is the flexibility to access information via the smartphone app virtually anywhere across the globe. ShipTrack has been designed to simplify the tracking of cargo without the obstacles of different hardware and software. When cargo crosses boundaries, compatibility is often lost because the platforms may not integrate with one another. ShipTrack will support and automate internal processes consequently improving efficiency with substantial capital and operating cost savings.

Real-Time Data Capture
The ability to track cargo as it moves across the globe, often with complex routing, reduces pressures on the transportation and logistics service provider to improve both efficiency and cost effectiveness. ShipTrack enables all delivery partners to scan each item in a shipment. Once in the ShipTrack system, when fragmentation occurs, each item and its location is visible until an electronic proof of delivery has been obtained.

Streamlined Operations
ShipTrack offers a comprehensive menu of features which enables transportation and logistics service providers to eliminate operational efficiencies and increase revenue by providing control and visibility. The visibility and control that ShipTrack empowers enables customers access to essential information regarding their global cargo shipment through a branded internet portal. As a result, transportation and logistics service providers that are ShipTrack enabled are able to transport cargo faster and more reliably, operations are streamlined and profits inflate.

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