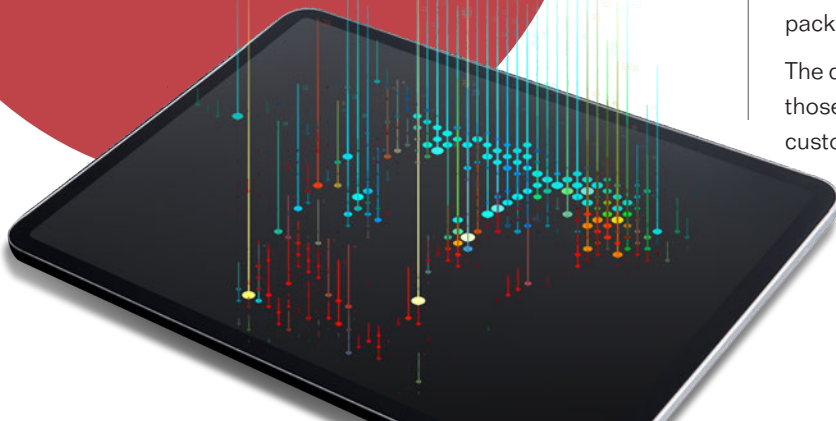# "The information about the package is just as important as the package!" - Bailiwick Client

CHALLENGE:

"Every consumer/customer that orders on-line wants to know where their product is and when it will be delivered to them."

How many times have you clicked "track my package" only to see "in transit" day-after-day? It's not only frustrating for us as a consumer, it's frustrating for the carrier, too.
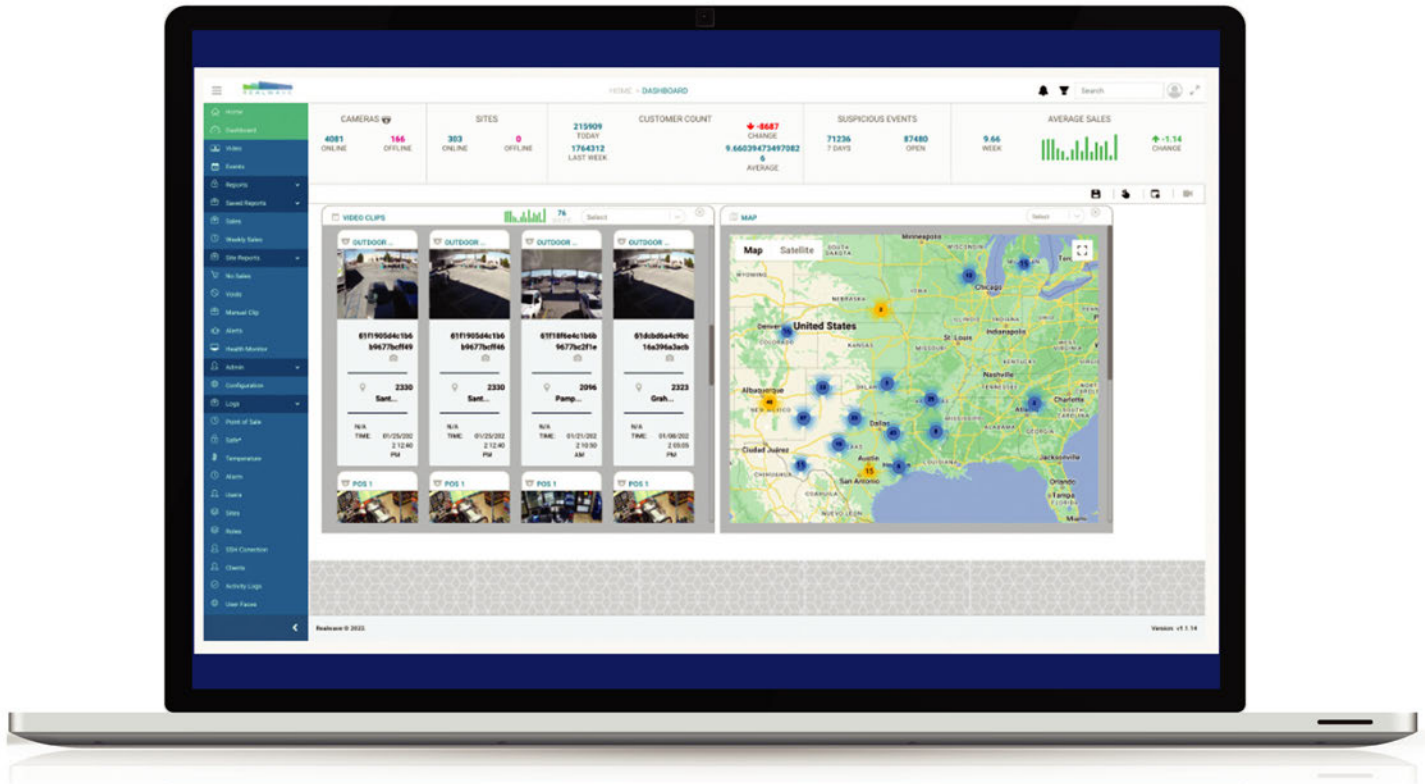
Due to the massive increase in package delivery, many carriers, including our client, use third-party companies to transport packages. Company owned vehicles have GPS trackers so they know where your package is, all the time. However, when using a third-party provider, this GPS tracking system is not consistently present, leaving the details of where the package is in a "black hole". That information gap "black hole" was creating unhappy consumers.

"Our logistics clients exclaimed, "The information about the package is just as important as the package!"

The question that was vexing them was, "How can we keep track of those assets, increase efficiency, reduce loss and keep the end customer happy?"

BAILIWICK ®
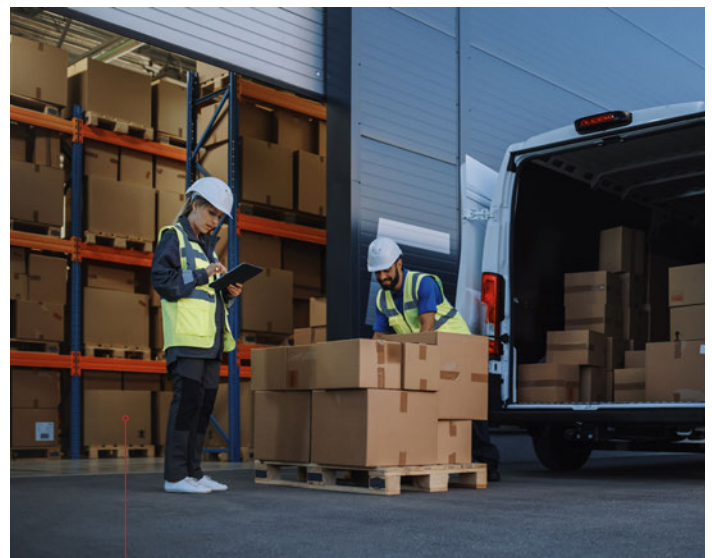● **Integrated Intelligence**
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Bailiwick created a solution that uses both cameras and sensors to track assets during transport - this combination of IoT devices creates a robust model of asset tracking.

We're looking at all the third-party trailers coming in/out of the yards, identifying them, sending the data to client systems and managing operations more efficiently.

We use IoT to create a capture of information, tie it back to the tracking systems and update in near real time. Pushng the updates as they occur to speed the knowledge sharing.

Closing the "Black hole" at the piloted yard is leading to an expansion at more of their distribution facilities. Say good-bye to the black hole and enjoy the constantly updated progress bar of your fully tracked package!

! ALERT
CAM 44
Restricted Area - Dock Door 5

Where is your black hole? Where is your opportunity to unlock a new level of happy for your consumers? What lack of efficiency is driving you crazy?

BAILIWICK®
• **Integrated Intelligence**
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Let's Get Started

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