The role of reefer telematics and fleet wide cost savings

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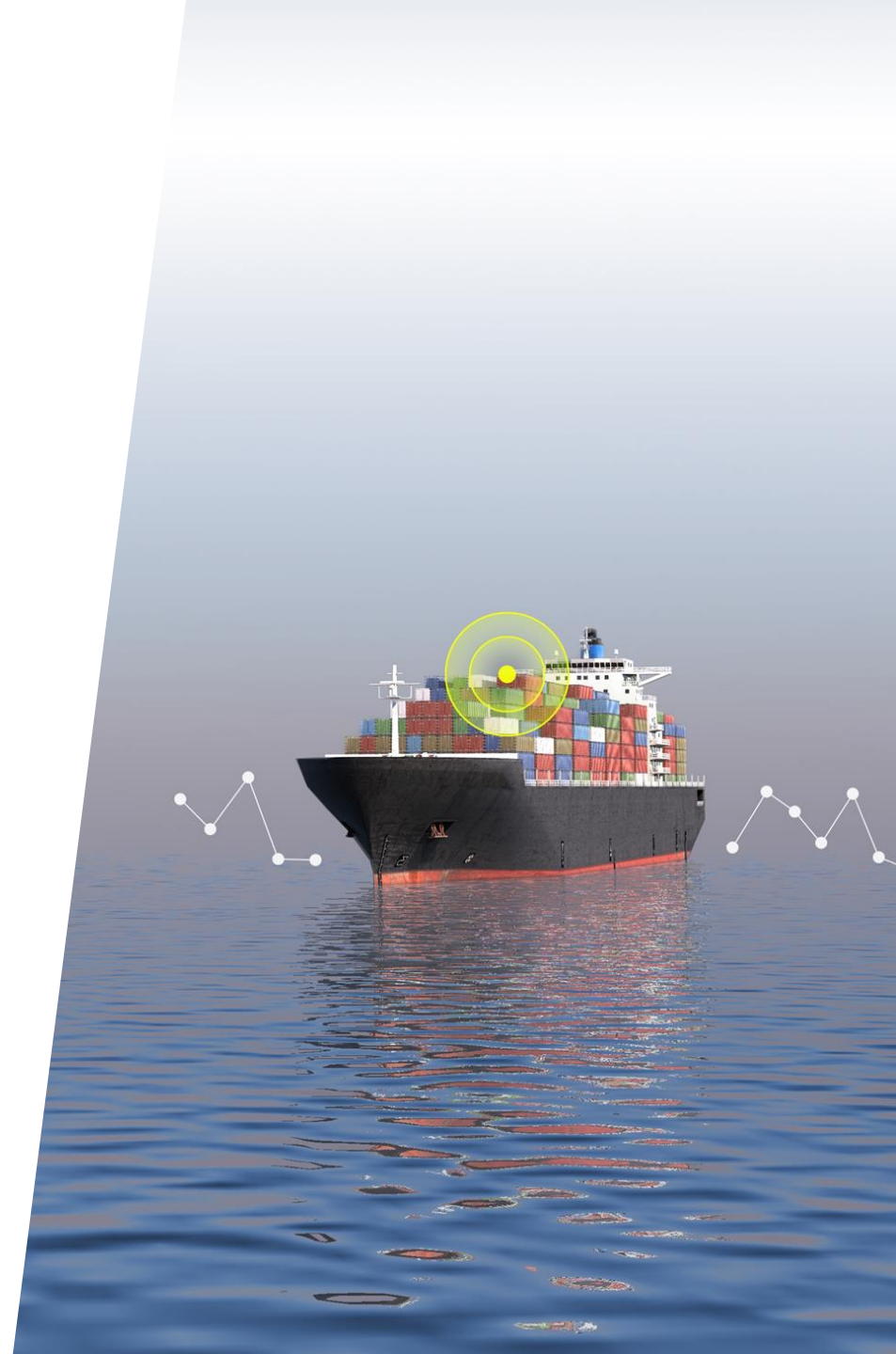
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ROI = Return on investment
Only important to ocean carriers …..

ABSOLUTELY NOT!

Like it or not, the **cold chain** is a partnership where every stakeholder plays a crucial role.

Obvious (...and less than obvious) ways **reefer telematics** helps the entire cold chain

- Vessel fuel usage

- Safer food chain

- Crew and vessel safety

- "The new black holes of shipping" – VSA's / feeder ports / final mile

- Who, what and where ….. damaged that reefer

- Diagnose what's wrong with my reefer – before it actually happens

- "Paralysis by analysis" – telematics provides lots of data
  …. over time this data will become more useful and necessary

ROI .... we are a for profit business

" *the name of our company is not the RED CROSS!*

We are here to make a profit and get a return on our investment! "

Stakeholders

	Primary Stakeholder				
	Reefer Equipment Management	**Consumer**	**Container Operations**	**Port Operations** Carrier operated ports and 3rd party ports	**3rd Party Vessel Operations**
Key Activities	• M&R • Modification Handling • PTI Reduction & Statistical PTI • Fleet condition monitoring • Remote Software Upgrades • Warranty Tracking • Lease Repair Return • Maintenance Depot Optimization • USDA Cold Trmt. Support	• Visibility - where, when and how	• Container pre-positioning • Fleet management • USDA Operations • Claims Support • Utilization optimization	• Perform local PTIs • Vessel operator management • Load and discharge planning • Terminal Monitoring Cost Reduction • 3rd Party Terminal SLA compliance • Automatic Gate/In-Gate Out • Move verifications	• Load and discharge support • Vessel Ops • Reefer Monitoring on vessel
Data Elements	• Failure Alarms • Service alerts and warnings • Warranty Status and alerts • Equipment repair times • Upgrade Status • PTI Operations & Management • Maintenance Logs • Shock and Damage Alerts • Log file automation	• Educated consumer is the best customer	• Dwell times per geozone • Equipment up time analytics • USDA automation support • Fleet utilization Data • Claims data	• Failure Alarms • Temp excursion alarms • PTI Operations & Management • 3rd party SLA assessment data reports (plug in times, etc.) • Move data	• BAPLIE Files • Ship hold location data (load plan) • Reefer ID data • Plug in alerts • Failure alarms • Temperature excursion alarms

Stakeholders

	Detention & Demurrage Controls	Intermodal Trucking	Claims Management	Operations & Monitoring Center	Executive and Chief SCO
Primary Stakeholder					
Key Activities	• Demurrage monitoring • Excess over free time alerts response • Billing compliance checking	• Last Mile carriage • 3rd Party Subs • Owned fleets • Fuel Usage management	• Claims data collection • Claims assertion and follow-up	• Reacting to alerts response policies and procedures • System status health monitoring • Tier 0 Field and user support • High level operational dashboards and KPI monitoring	• Overall KPIs and report cards • Fleet outage reports • Asset availability • Top problems and issues • Internal org and 3rd party vendor performance • Overall fleet/cost reduction • Repurposing staff • Process improvements • Trends
Data Elements	• Excess detention and demurrage alerts • Reports to assess proper 3rd party billing	• Gate in/ Gate out • Last mile temp compliance and alerts • Fuel monitoring alerts and reports • Excess detention reports • Security alerts	• Various forensics Shock data • Temp data • Plug in times • Geolocation reports and custody	• Dwell time reports and alerts • Geozone reports and alerts • Position management tools • Plug in alerts • Failure alarms • Temperature excursion alarms	• Dwell times per geozone • Equipment up time analytics • Equipment repair times • 3rds party SLA data • System usage profiles • Fleet utilization Data

Stakeholders – ROI and Process Drivers

- Modification Handling

- Terminal Monitoring Reduction

- Equipment Lifetime Extension

- Fuel Savings

- PTI Reduction and Statistical PTI

- Improved 3rd Party Terminal SLA compliance

- Power Consumption Fee Reduction based on Run-Times (per trip)

- Automatic Gate/In-Gate Out

- Reduced/Removed Depot Handling & Procedures

Stakeholders – ROI and Process Drivers (continued)

- Reefer Improved Damage Claims and Assignment

- Improved repair under Warranty Period

- Increased ability to bill customers for extended reefer hold times

- Reduce Dwell and Demurrage Times for 3rd party ports and terminals

- Terminal move verification

- Maintenance Depot Optimization

- Increase Utilization Based on Better up time to save cost, and improved positioning - (or reduced lease fleet size)

- Vessel Related ROI (add on ROI)

- Improved performance for all above in relation to vessel transport segment.

Questions **/** comment

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