# From geofencing to real life application, navigating the standardisation work
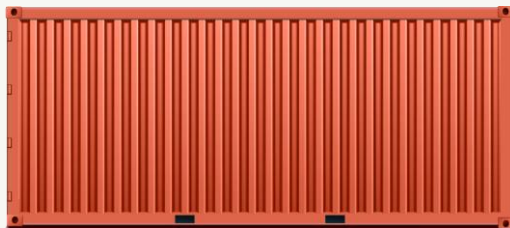
Marianna Levtov, Head of Network & Advocacy at AELER

12.11.2024

# The container evolution



<1960

1960

2024

# Containers in numbers

**80%**

of all goods are moved via a container

**7–15%**

Food is wasted during transportation
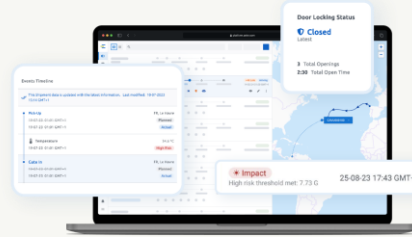
**–20%**

Up to 20% less CO2 emission per shipment

# Much more than a container
## with AELER's integrated solution



IoT-equipped smart containers

Control Tower intelligence platform

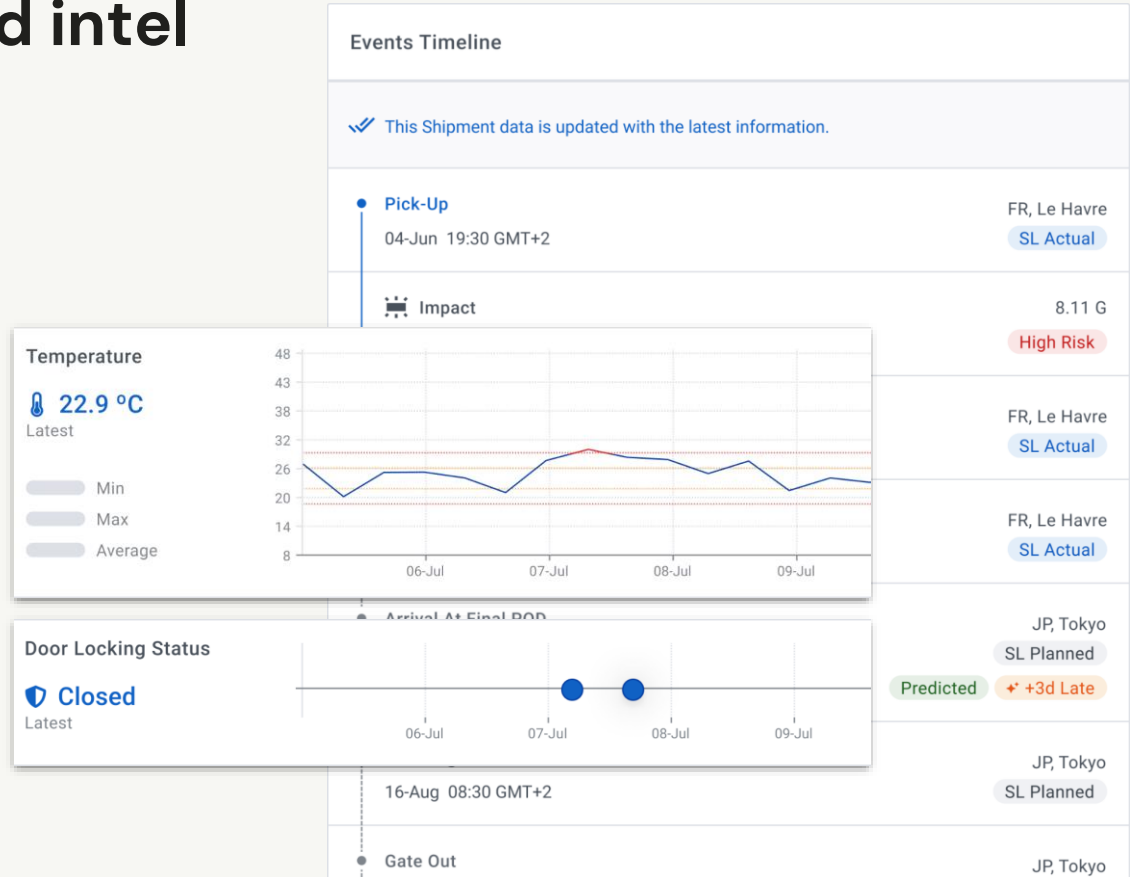Adjustable leasing models

# Introducing
## Unit One 20ft

- Robust
- Natively insulated
- Spacious
- Secure
- Connected
- Sustainable

# Control Tower
# Centralising data and intel

- IoT sensors data

- Compiled shipping line data
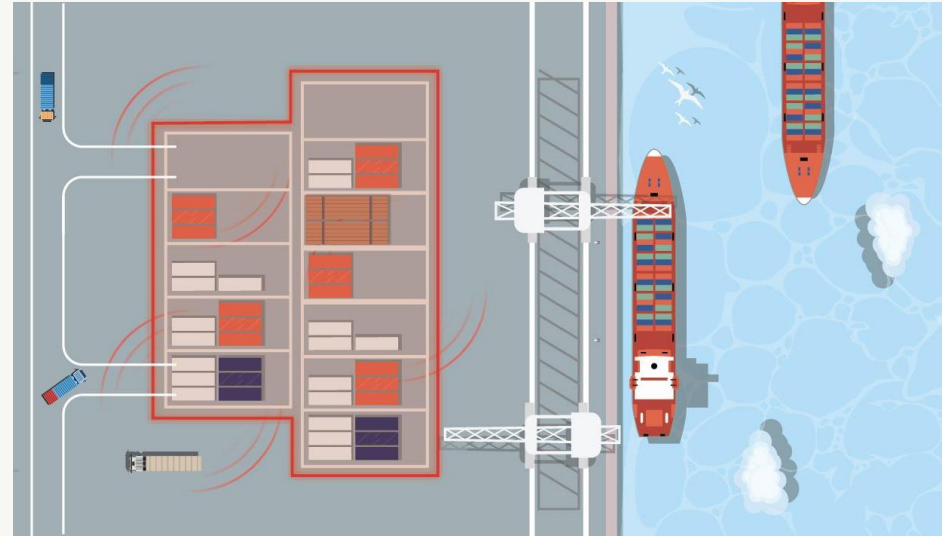
- Predictive ETAs

- Customised thresholds & alerts

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**Events Timeline**

✔✔ This Shipment data is updated with the latest information.

● **Pick-Up**                                                    FR, Le Havre
04-Jun 19:30 GMT+2                                              SL Actual

▭ **Impact**                                                         8.11 G
                                                                High Risk

                                                                FR, Le Havre
                                                                SL Actual

**Temperature**                           48
🌡 **22.9 ºC**                            43
Latest                                    38
                                          32
● Min                                     26
● Max                                     20
● Average                                 14
                                          8
                                              06-Jul   07-Jul   08-Jul   09-Jul

                                                                FR, Le Havre
                                                                SL Actual

Arrival At Final POD                                            JP, Tokyo
                                                                SL Planned

**Door Locking Status**                                    Predicted   +3d Late
🛡 **Closed**
Latest
        06-Jul      07-Jul      08-Jul      09-Jul

                                                                JP, Tokyo
16-Aug 08:30 GMT+2                                              SL Planned

Gate Out                                                        JP, Tokyo

# Geofencing,
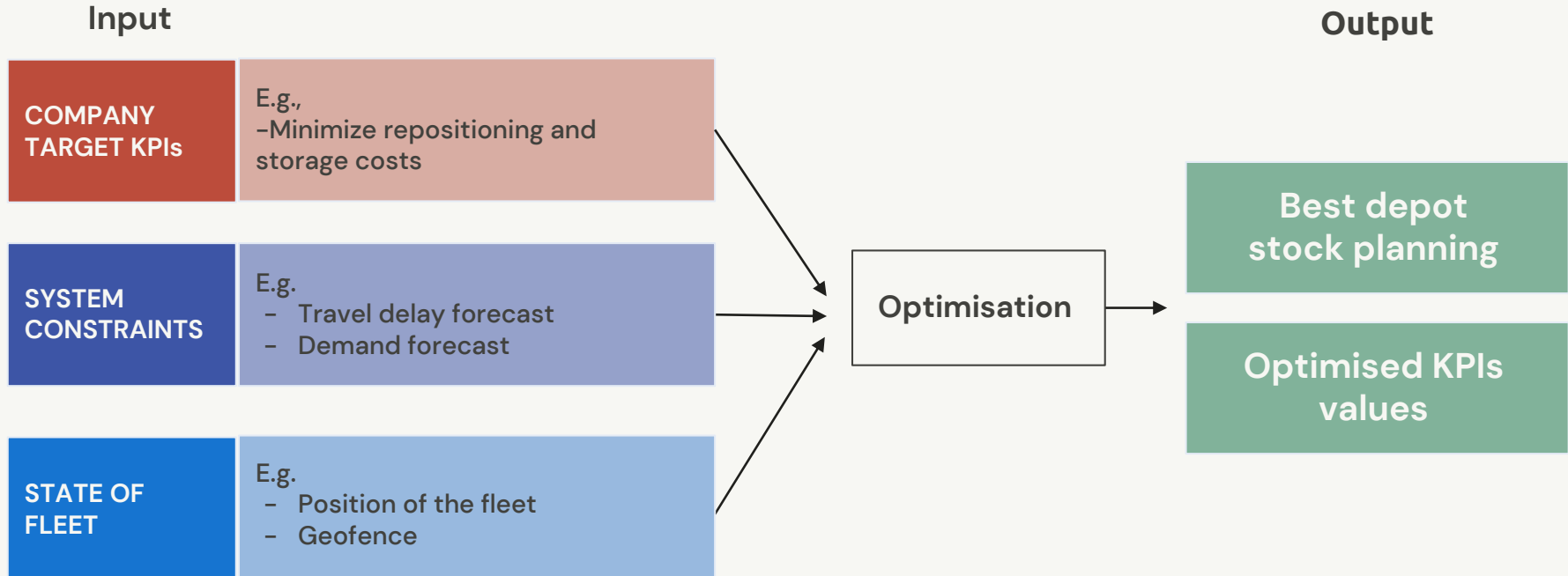# how to leverage this technology

**Accurate shipment monitoring**

- Precise location identification

**Optimised operations**

- Shared information across stakeholders
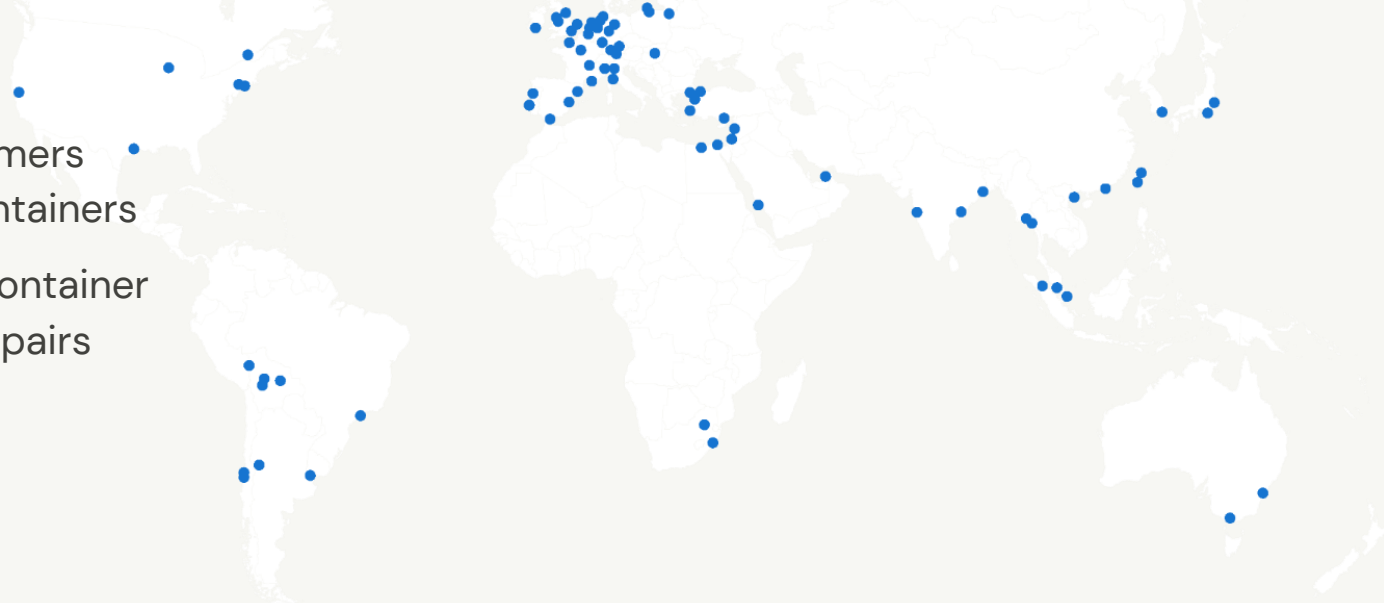
# AI supporting smooth operations for SOC

**AELER**

**Input**

| COMPANY TARGET KPIs | E.g.,<br>–Minimize repositioning and storage costs |
|---|---|

| SYSTEM CONSTRAINTS | E.g.<br>– Travel delay forecast<br>– Demand forecast |
|---|---|

| STATE OF FLEET | E.g.<br>– Position of the fleet<br>– Geofence |
|---|---|

**Optimisation**

**Output**

**Best depot stock planning**

**Optimised KPIs values**

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# A global depots network, supporting smooth operations for SOC

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**~100 depots** in most of the main ports

- Storage: where customers collect and return containers

- Additional services: container cleaning and minor repairs

# Geofence library through collaboration

**Unified digital visualisation**:
A single source of truth for accurately identifying assets, enhancing decision–making, and fostering collaboration throughout the transportation chain.

**Shared geolocation data**:
By referring to a location in the same way, stakeholders avoid confusion, reduce delays, and improve overall efficiency in the shipment process.

**Collaborative data governance**:
Trusted oversight ensures the validity, control, and security of shared geolocation data, supported by frameworks like BIC for neutral, secure data sharing.

# Questions?