

A photograph of a warehouse interior. A forklift operator wearing a hard hat is driving a blue and yellow forklift. The forklift is carrying a tall stack of wooden pallets, each loaded with cardboard boxes. The operator is positioned on the right side of the frame, facing left. The warehouse has a red corrugated metal roof. In the background, a white container is visible. The scene is lit with warm, golden light, suggesting late afternoon or early morning. A semi-transparent teal box is overlaid on the left side of the image, containing text.

here

# Effective tracking of reusable supply chain assets with location intelligence

HERE Technologies

Sulaizah Saptoe



# Outline

**01**

About HERE

**02**

Why the need  
on asset  
tracking

**03**

Our end-to-end  
solutions

**04**

With real-life  
example

**05**

Summary





# We're the world's leading location data and technology platform

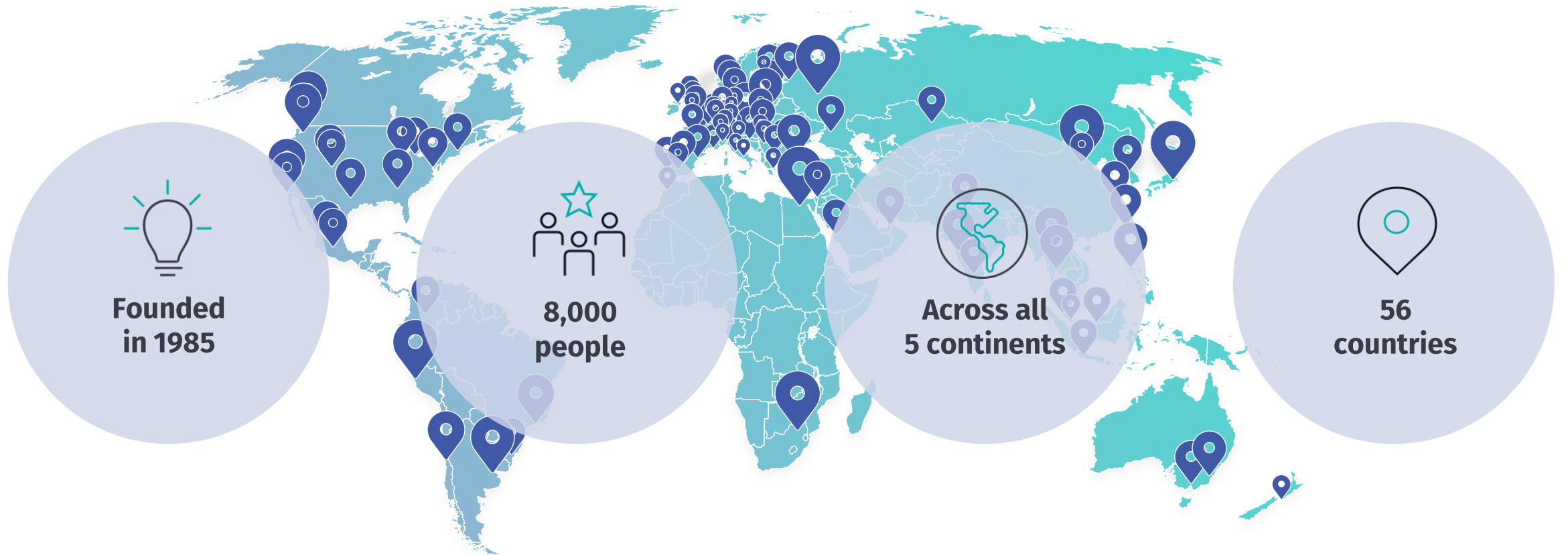
HERE Technologies moves people, businesses and cities forward by harnessing the power of location.

We empower our customers, partners and developers to achieve better outcomes by leveraging our open platform.

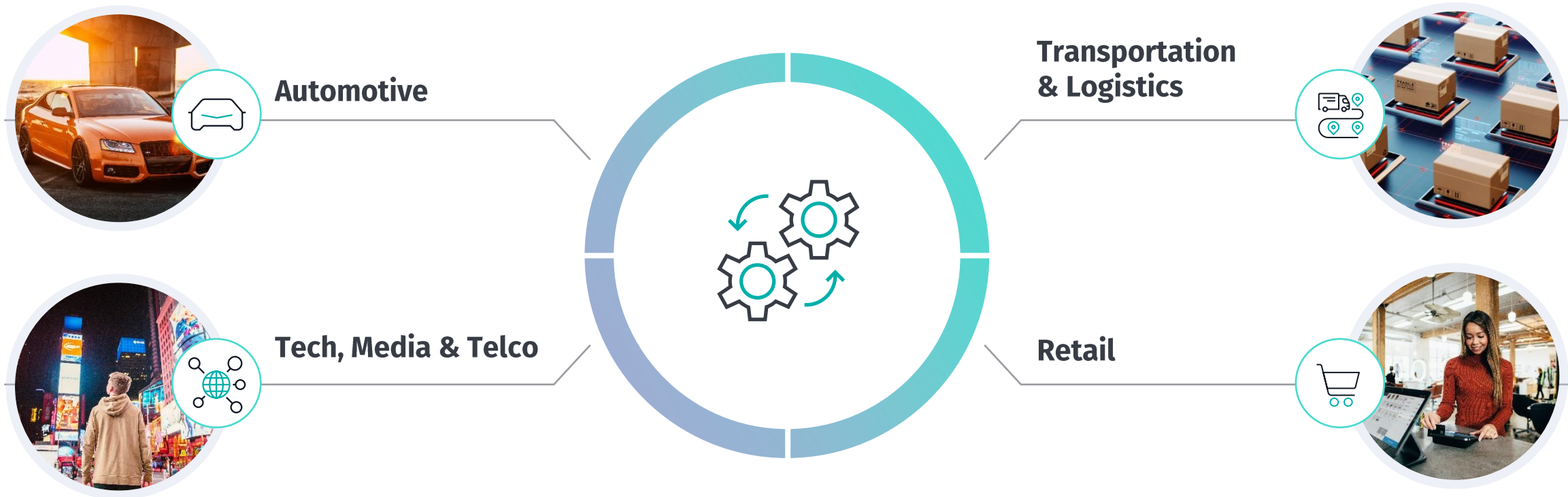
According to Omdia, Counterpoint Research and Strategy Analytics, 2020



# About us



# Core industries



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# Who we work with

accenture

Alibaba.com

AT&T

Atos

aws

Baidu 百度

Cognizant

CYIENT

DESCARTES

esri

experian.

FUJITSU

Mahindra

mastercard.

MASTER CONCEPT

Microsoft

mitsubishi electric

ESS

PASCO

SAP

SIEMENS

Singtel

SK telecom

software AG

ORACLE

BOSCH

Capgemini

tieto

T-Mobile

verizon

vodafone

tcs  
TATA  
CONSULTANCY  
SERVICES

Glympse

LAB33  
NAVER LABS

CISCO

Telefonica

Telia Company

ORACLE

NOKIA

NTT DATA

LG

wipro

Tencent 腾讯

# Why rethink asset tracking?

20%

Annual supply chain budget for new shipping assets

40%

Every year 10% - 40% of the supply chain assets out in the wild vanish, seemingly without a trace

90%

Around 90% of the global trade depends on the movement of intermodal containers all across the world

The logistics industry needs a **cost-effective** way to pinpoint exact location of assets anytime, anywhere

# Real-time asset visibility is a must-have capability

For a company's supply chain to succeed, the right infrastructure is needed to track mobile assets such as Returnable Transport Items, Returnable/ Reusable Shipping Assets, forklifts, tools and others



## Why is visibility important?

20%

Expenditure on new shipping assets is a sizable investment, with companies routinely spending between 10% - 20% of their annual supply chain budgets

40%

Each year, anywhere between 10% — 40% of the supply chain assets out in the wild vanish, seemingly without a trace

Source: Logistics bureau

79%

79% of companies with high-performing supply chains achieve revenue growth above average within their industries

Source: Logistics bureau

90%

Around 90% of the global trade depends on the movement of intermodal containers all across the world

Source: ABI Research

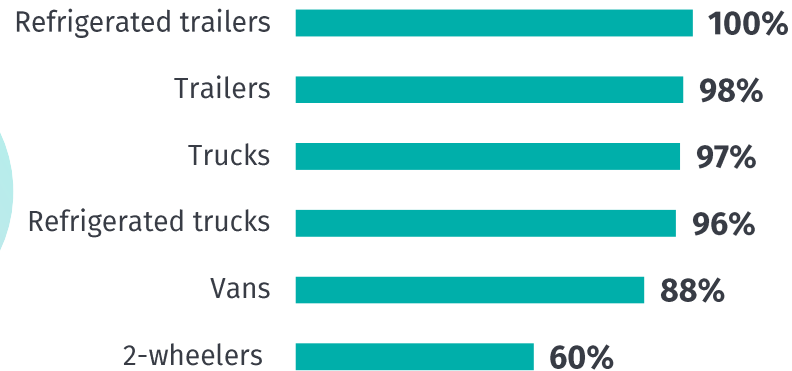


# What reusable supply chain assets need to be tracked?

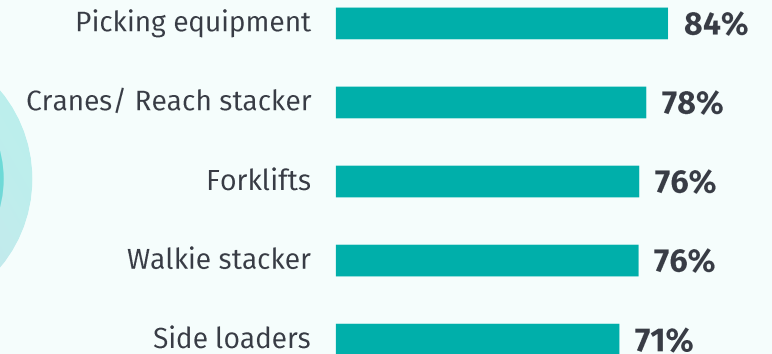
Very high level of tracking across assets, particularly in fleet and returnable or reusable assets to improve operational efficiency and reducing risk of misplacement became the key drivers

Q: What type of assets do you track?

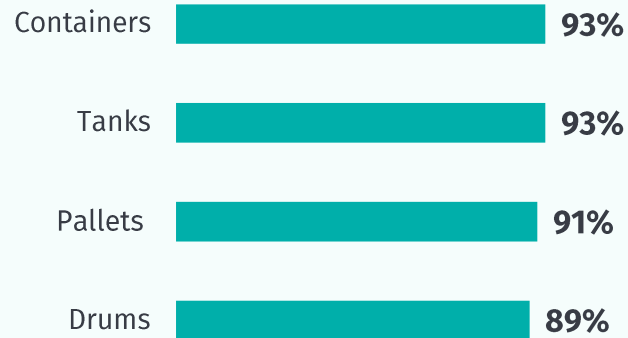
## FLEET



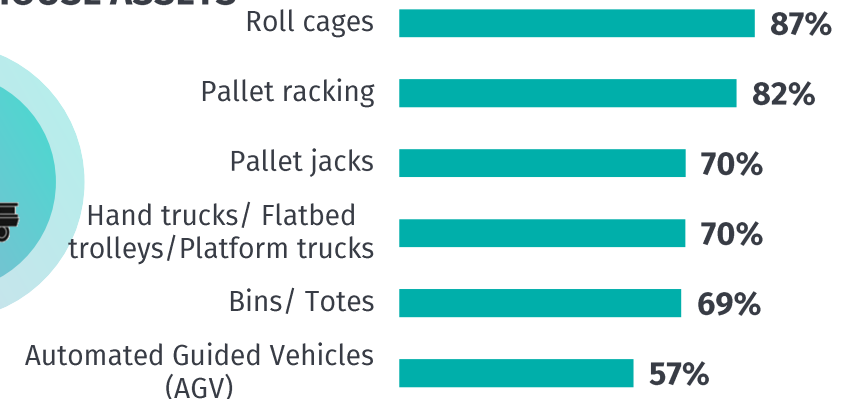
## HEAVY ASSETS



## RETURNABLE/REUSABLE ASSETS



## OTHER WAREHOUSE ASSETS

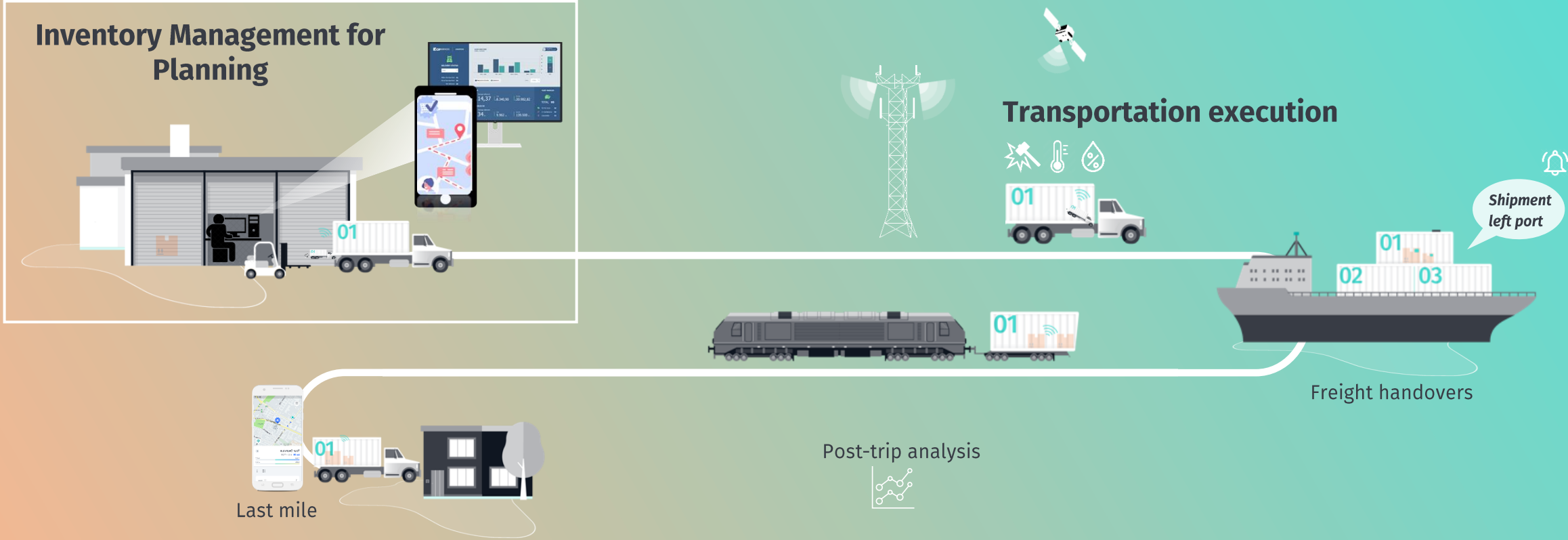


# Tracking assets: the challenges

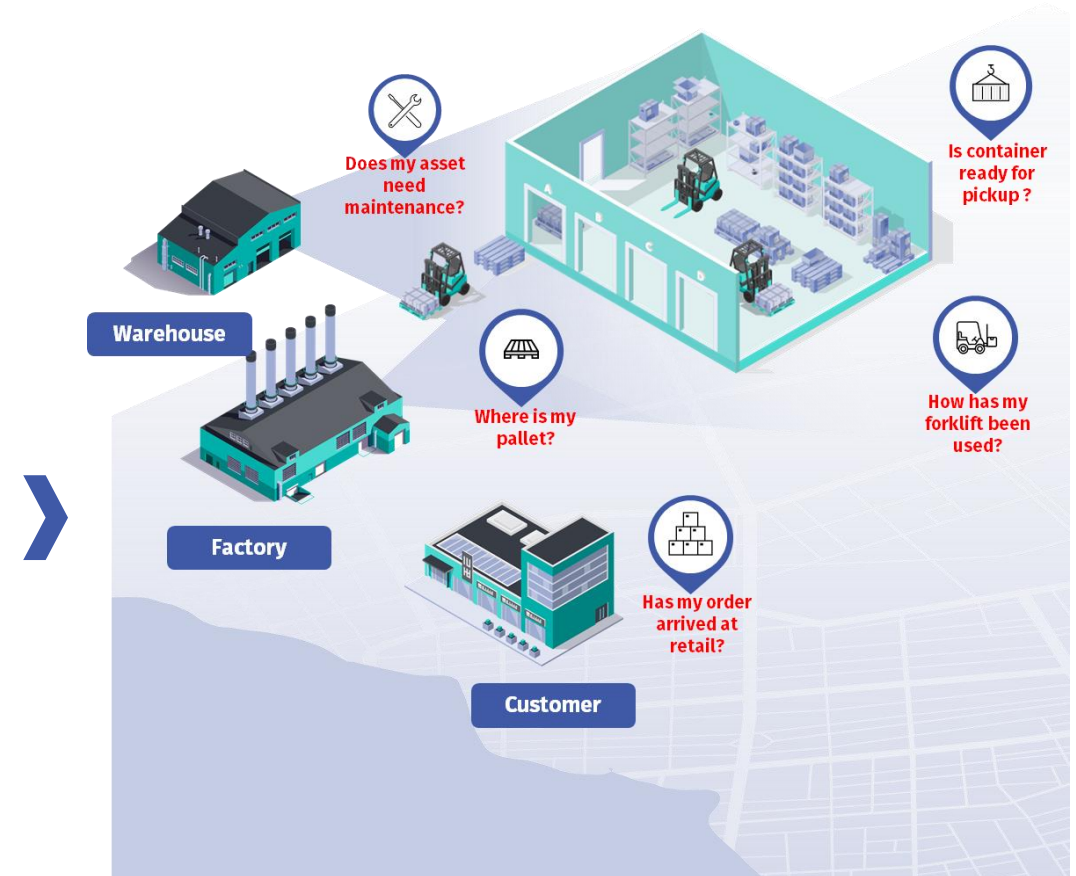
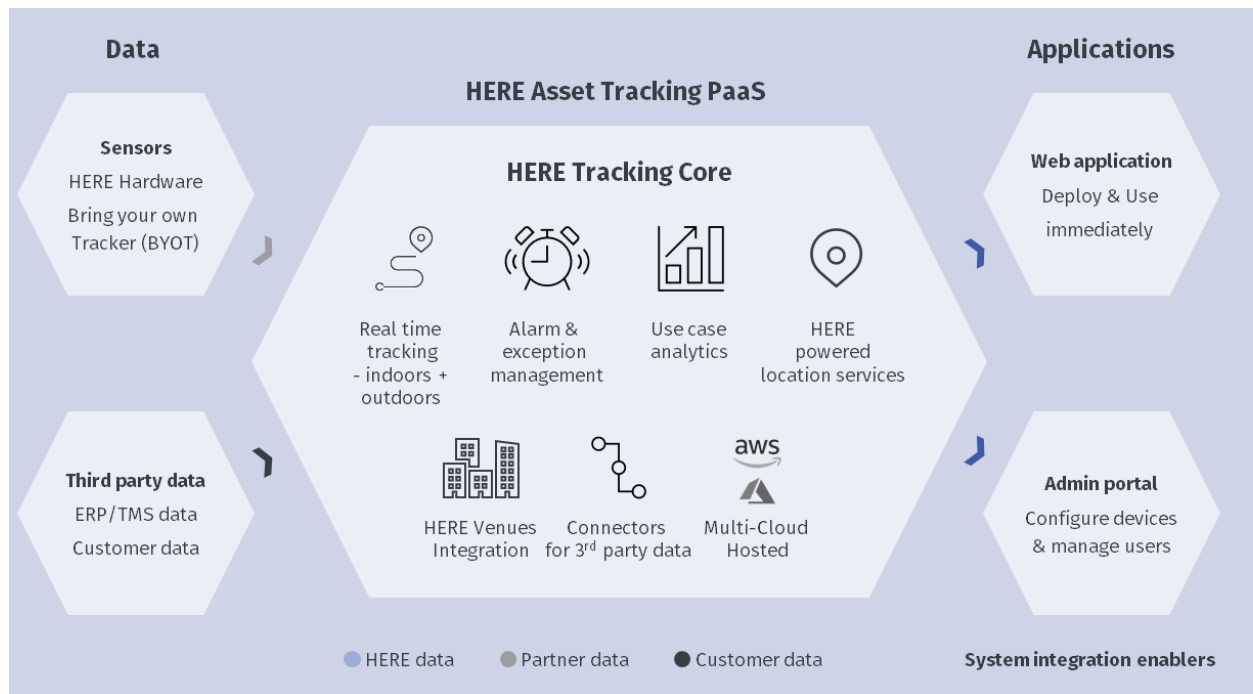




# Location data and services help you at each step of your logistics journey



# HERE Asset Tracking: Real time asset visibility for enabling high functioning supply chain and logistics processes



**PaaS that enables mobile asset tracking by providing customers with a full stack of enablers**

**Enables customer to track mobile assets in a logistical supply chain for optimal utilization and efficiency of the asset and hence the overall process/workflow**

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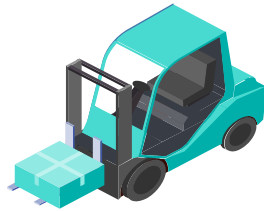
# The customer uses the service seamlessly

Tracking Assets, enabled.



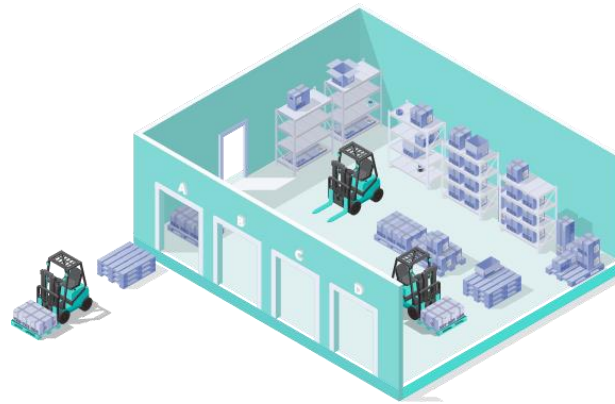
1

Procure connected Hardware directly from HERE in a CAPEX/OPEX free model



2

Attach tracker to your asset in order to track it outdoors + indoors (using only existing WiFi)



3

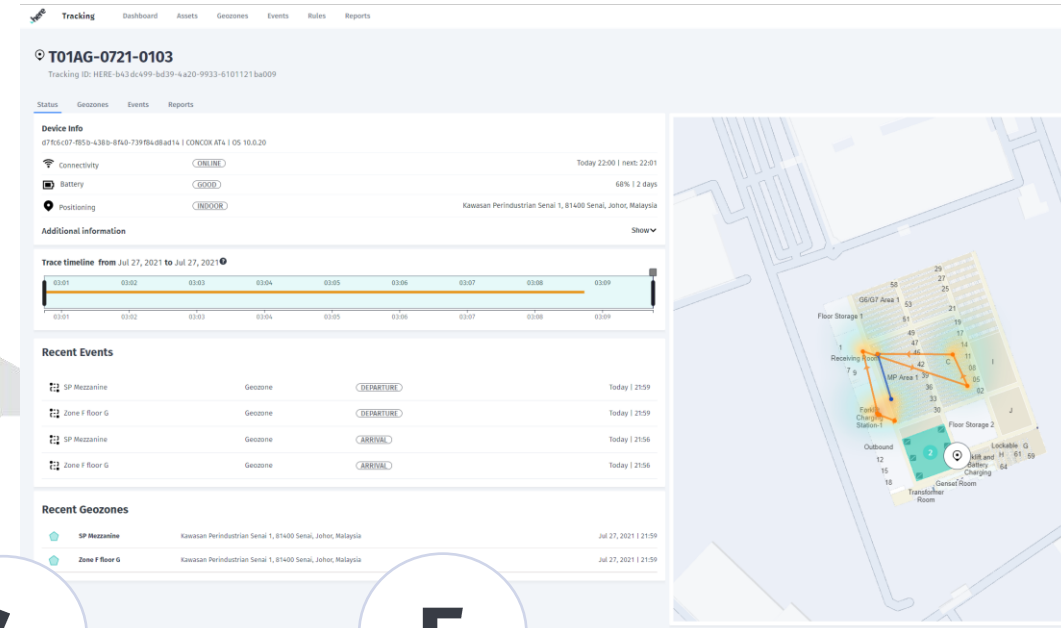
Use geofences to model your asset's journey and set up alarms and events

4

Get notified for exceptions and decide the best course of action for your assets

5

Report on asset utilization, detention, dwelling and other important parameters



# Case Study: A leading glass manufacturing company

Lack of real-time visibility into glass stillages leading to reduced asset utilization



**Challenge**

- No visibility into true stillage count
- Assets not returned on time
- Overstocking and waste, increased costs

- Long dwelling time at warehouse
- Stillages lost or misplaced
- Reduced operational efficiency

- Deliveries to retail get delayed
- Degraded retail experience

**Solution**

- Visibility into true stillage count
- Reduced costs due to asset optimization

- Lost or misplaced stillages can be traced
- Abnormal activity can be identified
- Streamlined distribution & efficiency

- On time deliveries to retail
- Enhanced customer satisfaction

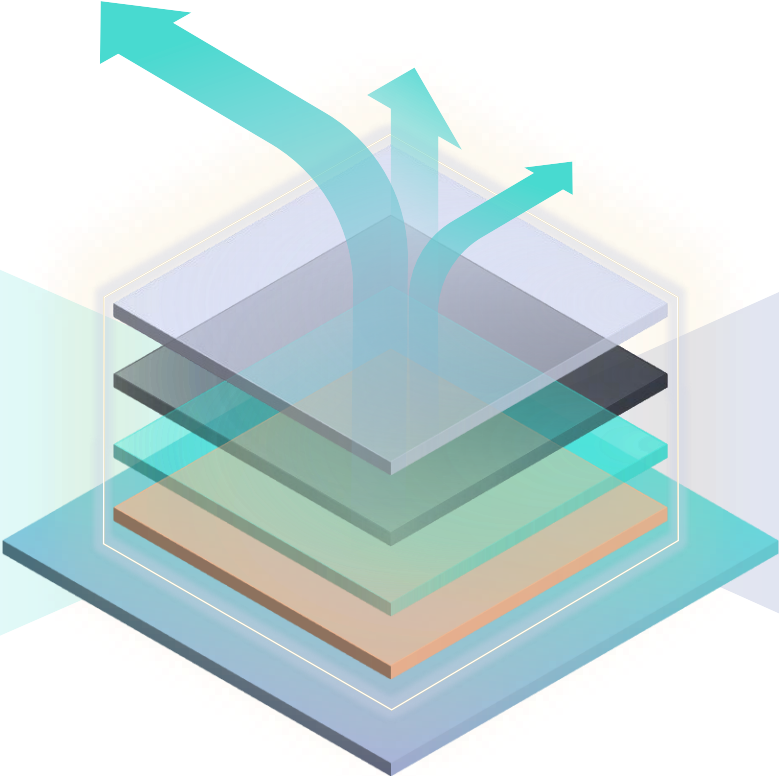




# HERE is uniquely positioned to enable the future



Location technology **enables**  
**your logistics use-cases**



Let's **co-develop**  
**& co-create**

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# Thank you for your time.



## The State of Movement: Asia-Pacific

Get the white paper



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