



## Distribution company with 500 million containers in circulation across various industries needs a better tracking system to cut down on theft, loss and idle use.



### Challenge

Tracking containers across internal and customer supply chains, where loss, theft or idle use significantly impacts the bottom line.



### Solution

Increase asset visibility and accurate inventory management, while maximizing asset use. Incentivize customers to return containers.



### Results

Sensor tags on each container provide real-time inventory visibility starting within their facility. They know what to ship, when to ship and who to ship to, optimizing asset utilization.

## Critical Tracking Points

### Distribution Centers

Real-time location visibility on containers that cost anywhere from \$25-\$300 each. In addition to loss and theft, lack of knowing where assets are also costs money in idle use.

### Supply Chain Ecosystem

Tracking containers across internal and several customer supply chains. Previously they have all been tracked on paper, without knowing where they are located in real-time.

## Cloudleaf Solution

Sensors were embedded into every container to provide real-time location visibility across a web of supply chains, enabling the customer to manage and track inventory more efficiently and get the most out of their assets. In addition, stolen, damaged and lost containers can now be accounted for.