

# GPS CONTAINER TRACKING

*End returnable container loss in the automotive supply chain.*

## The Problem:

A Detroit based OEM approached us because they were having trouble identifying where plastic container/metal rack losses were happening within their supply chain. Replacement costs, expendable costs, and Advanced Excess Transportation Costs had become a grave concern.

## The Proposition:

1,000 long term GPS trackers were strategically placed on a portion of fleets with major losses. For this OEM, large standard containers like 48x45x34 were the initial focus for the pilot run.

## The Result:

We found that major container/rack losses happen regularly and are usually untraceable with existing inventory management systems and RFID tracking. GPS identifies the exact location of where these issues are happening (often in places unrelated to the correct supply chain).

## What we Discovered:

Roughly half of all losses stem from unreported discrepancies and unreported mis-ships. The other half is organized theft rings that target plastic containers and metal racks for resale into "used container" markets and recycled material markets. Losses due to theft were much larger than anticipated.

## The Strategy:

The long-term strategy for complete control over container/rack assets consists of tracking 1% of plastic standard containers, 2% of large/unique plastic containers, and 3% of metal racks. This allows us to effectively track the entire fleet and recover losses as they happen.

## The Value:

ROI happened very fast and continues to deliver value as more and more containers/racks are returned into the system. Trackers that divert from the proper supply chain often end up in a place that has been accumulating them for a long time. Within a few months of mass scale GPS tracking, it is common to find \$100,000+ stashes of containers that have been lost from the supply chain for years. We witnessed a single theft ring bust return over \$400,000 in one location. Over time, suppliers correct their behavior and theft rings learn to avoid specific OEM/Supplier containers/racks that have mass scale GPS Tracking.



## Logistimatics

We track everything™

## How To Get Started:



**Step 1:** After assessing your current situation and determining your need, we will provide you 10 GPS trackers and a month of service to test. We will assist with showing you best placement/best practice in addition to ensuring that you are familiar with our mobile and online platform.

**Step 2:** Purchase a pilot run of 1,000 trackers. The data collected from this pilot run will justify the larger scale rollout.

**Step 3:** After you implement the full rollout to track your supply chain, Logistimatics also provides additional consulting services for the management and recovery of your containers.

# GPS CONTAINER TRACKING

*End returnable container loss in the automotive supply chain.*

## Asset-432 GPS Tracker

4G Tracker with **3-year battery**



“We all knew it was a problem, but we didn’t know where it was happening and to what degree. When we began tracking our containers and learning they weren’t where they were supposed to be, we started utilizing the “Consulting & Recovery” service provided by Logistimatics. The GPS tracking paid for itself in 6 months and in less than two years, we saw an ROI of greater than 900%!”

*Scott - Detroit, MI  
Container Fleet Mgr.*



**Logistimatics**  
We track everything™

**919.247.9930**

**kevin@logistimatics.com**