



What's happening to your sensitive goods? **Now you know.**

When you know what's happening to your goods in transit, you know if they are kept safe – or even safe to use. But often you have no idea about the conditions your sensitive and often expensive cargo is being transported in, and no way of telling what damage was done during transit.

Until now.

Pharma companies need to know their vaccines, blood plasma, insulin and other products are kept within the right temperature range. Fruit and flower suppliers will have a problem selling bruised produce, or wilted roses – especially on Valentine's Day. And manufacturers of sensitive equipment will encounter expensive service costs if, their equipment tilted or fall on the way to the customer.

It's not just where, it's in what condition

We can optimally package most goods. Fresh fruit and pharmaceuticals require proper insulated packaging, while equipment can be protected to a certain extent. But just how certain is that extent, and how do you know your goods have been exposed to temperature fluctuations or shocks?

Let's face it, if you're transporting goods from, say, Mumbai to Massachusetts, you've got no idea about whether there was a storm, if the container was dropped, or the refrigeration system simply broke down. Or do you?

It can't happen to me. Can it?

Of course it can happen, but by knowing when and where it happened – and with the right data how it happened – you can go some way to mitigating risks, and where necessary, apportioning responsibility for the incident.

What you need is the right monitoring.

What can I monitor?

Most things, but in the case of sensitive goods, specifically:

- Record storage and transit temperatures of pharmaceuticals, chemicals, food and other temperature sensitive cargo in real-time
- Observe stresses, impacts and falls on fragile goods and sensitive equipment as they happen. You can even check how long goods were standing still, and where they were standing
- Many temperature-sensitive goods have a limited shelf life, so on-time delivery is crucial. A state-of-the-art tracking system keeps you posted about where your goods are, real-time ETA information, and even alternative route planning in the event of traffic disruption

Complete visibility and transparency enable you to be proactive, respond to, or even totally avoid disruptions.

Visilion. Now you know.

Visilion from Sony is a complete asset tracking and supply chain visibility solution based on trackers, sensors, a cloud service and a web interface. Connected to transport management systems or used standalone, Visilion presents detailed, real-time insights into temperature deviations, shocks, impacts and falls, arrival and departure times, late deliveries, route deviations, positioning and more.

Visilion is delivered as a turnkey solution with trackers, a cloud service and a web interface.

No more shocks – of any kind

Using Visilion trackers you can address supply chain interruptions to improve on-time delivery, while reacting promptly to temperature changes, shocks and tilts.

But you can do so much more. Like reducing manpower for internal customer support related to tracking & shipment queries, increasing customer

satisfaction by sharing delivery status of incoming goods, and by making better and greener decisions using data and analytics.

Shocks and temperature changes can have a profound effect on sensitive goods. Using Visilion trackers you minimize those shocks and improve your profitability through better planning. Now that's a pleasant shock.

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