

Important conclusions and decisions made based on reports and analytics



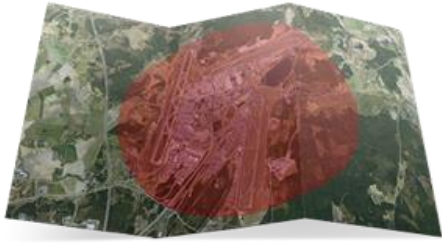
A recent report¹ published by MarketsandMarkets projects the refrigerated transport market to grow at a CAGR (Compound Annual Growth Rate) of 15.2% from 2014 to 2019.

One of the stated reasons behind the projected growth is the globalization and its associated increase in international trade of perishables that have led to the development of several new markets for the import and export of temperature-sensitive goods such as vegetables, fruits, dairy, meat, fish, and seafood products. These food items need to be placed in specific conditions to prevent them from spoilage, so that their quality is maintained, with prolonged shelf life, and can be delivered to the end consumers in the best possible quality.

The report establishes that the refrigerated transport market is continually evolving to meet the demands of food manufacturers and distributors. More advanced refrigerated equipment, storage, software and technology tools are being developed and designed to continually monitor the temperature and other conditions, making it possible to support a global supply chain for perishable foods.

Changes in transport modes have also been identified, where temperature-controlled road transport is rapidly growing as a mode of transportation for perishables in the U.S. and the U.K. Sea transport is gaining on the market share of air freight, particularly in terms of transport for perishables such as fruits and vegetables due to technological advancement.

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The **BRiGHTiNTEL** platform addresses the growth in monitoring product conditions during transportation by providing reporting and analytics services based on collected telemetry-related data. Data collected during temperature-sensitive shipments is combined with order-specific data, such as temperature threshold data per given shipment.

The combined data set is compiled into easily-accessible reports and analytics, from which important conclusions and decisions can be made. Such conclusions can include the understandings of:

- How a certain transport operator performs compared to established agreements
- How temperatures fluctuate at different transport stages/routes/geographical areas (geofences)
- If any temperature excursions have occurred, and what temperature extremes that have been registered
- Where and how long any temperature excursion has been ongoing
- How the temperature excursions fluctuate over time per given time period, or compared to another time period

By not only automatically and continuously monitoring products and assets during shipments in transit, but also structuring and analyzing the collected data, **BRiGHTiNTEL** helps shippers to meet increased supply chain-related demands and to understand how products and assets are handled during transportation.

¹ Refrigerated Transport Market by Mode, Product Type, Application, by Region - Global Trends & Forecasts to 2019; 2015; MarketsandMarkets