

# MOBILE CARRIER

## CASE STUDY

Tracking Pharma Products Made Easy – A Leading Telecom Giant Implements A Unique And Custom Asset-Tracking Solution Mobilogix.

### Overview

One of the world's leading wireless carriers partnered with Mobilogix, the world's leading provider of asset management and data optimization solutions, to develop and deploy a unique Mobilogix' LTE CAT M1 asset tracker to cater to their healthcare customers.

They approached Mobilogix because of the company's established reputation in the healthcare sector as a leading provider of IoT asset management solutions that are result-driven, cutting edge, and customized for clients' end-to-end needs.

The company needed a tracking solution that would be cost-effective and have excellent network connectivity that would constantly monitor an extremely high number of shipments with real-time pinpoint data.

### The Challenge

Supply chain tracking of pharmaceutical products that are time and temperature-sensitive on long-haul transportation runs, such as cross country shipments or flights, need careful, precise, and pinpoint accurate monitoring. Issues such as battery life, mismanagement of shipment timing and/or destination, and variations in temperature control, etc. often have an impact on the successful transport of pharmaceutical products. The company needed a tracking solution that would be cost-effective and have excellent network connectivity that would constantly monitor an extremely high number of shipments with real-time pinpoint data.



Mobilogix, together with the telecom giant, created a solution for 4 million units that quickly and easily exceeded the expectation of the carrier's healthcare customers. Mobilogix launched an LTE Cat M1 Asset Tracker designed under a joint go-to-market strategy. The solution is a low power device with an extended battery life of 12-18 months on a single charge, making the transportation of temperature-sensitive pharmaceutical products across long distances in cross country shipments and flights easy to monitor and regulate. The tracking device also detects mishandled or lost shipments.

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**Implementation Of The Mobilogix Asset Tracking Solution Resulted In Multiple Benefits For The Telecom Giant, Including:**

- Error-free and detailed shipment tracking information from warehouse to the final delivery location.
- A significant increase in safety
- A reduction in loss and damage through bi-directional communication, tracking, and status-display mechanisms.
- A significant reduction in issues related to temperature variances due to prompt alerts from Mobilogix' thermo-stability sensors.
- Major increases in customer service levels Increased revenues and decreased costs.

