

MAKING LOGISTIC ASSETS “SMART”

Founding observations



Our Strategic positioning

- From “Bigger is Better” to “Smarter is better”
- Global Supply Chain optimization: a **complex value chain**
- **Containers are a strategic asset** for Shipping Lines
- **Uberisation** of the logistics industry is a risk for asset holders

The combination of IoT / Big Data / AI is a game changer in Supply Chain Management

- Be a **key enabler of Shipping Lines digital strategy** and help them regain control & value in the Global Supply Chain,
- Leverage Traxens solution across the whole **multimodal** chain
- Be recognized as a **trusted third party** and generate value for **all actors in the ecosystem**
- Actively support **interoperability and standardisation**



Field Operations



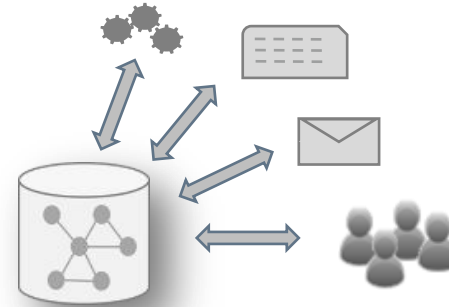
Embedded & Remote sensors



Global Connectivity



Control Tower



Value-added Data and Services



Data



Events



Services



Value