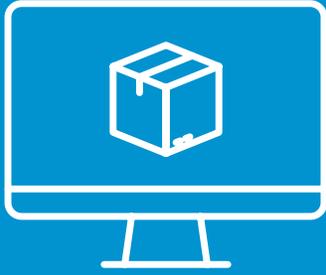


Providing Delivery Visibility— and Peace of Mind— with Real-Time Cargo Monitoring

Case Study: A 3PL's Perspective



A Carrier Company



Case Study Highlights



Company Overview

Industry: Transportation Provider

Location: Oakville, Ontario, Canada
and Amherst, New York, USA

Employees: Over 50

Annual shipments: Nearly 30,000 for over 500 customers

Business Challenges

Manufacturing customers with a critical need for time-sensitive parts that have been previously delayed due to unforeseen circumstances.

Inability to track cargo while in transit to provide up-to-the-moment visibility to customers so they can determine exactly when manufacturing can resume.

Solution

Cellular and GPS-based cargo monitoring devices for tracking shipments while in transit.

Beneficiary Outcomes

- Real-time in-transit cargo monitoring for visibility and security
- Continuous awareness of the location and expected delivery time of shipments
- Immediate notification of transportation deviations that may cause delivery delays or impact cargo security
- Shared visibility with customers that allows for reliable planning



Introducing Cornerstone Logistics

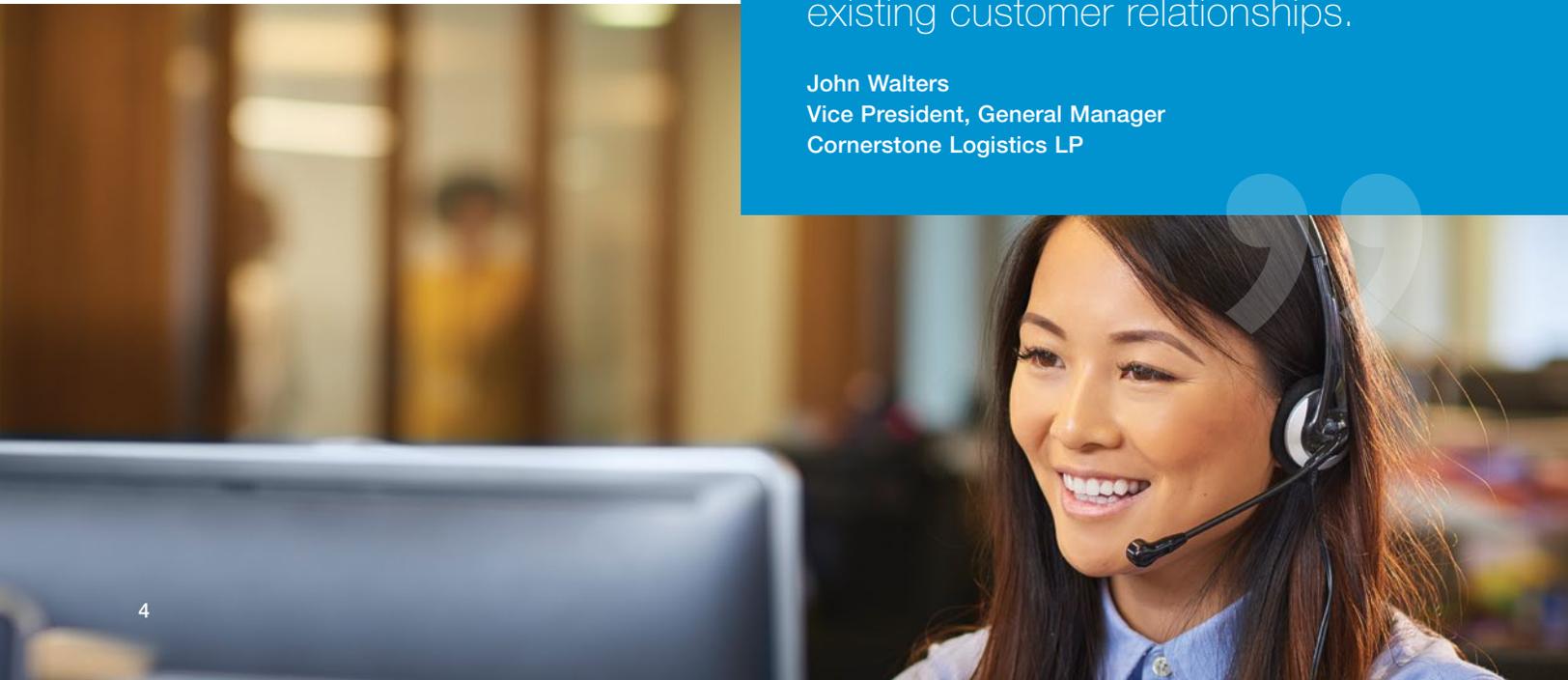
For Canadian-based Cornerstone Logistics, a TFI International operating company, time is always of the essence for the manufacturing companies that use its premier port-to-door expediting services. These customers have an urgent need for their cargo—which has, up to the point of Sensitech joining forces with Cornerstone—encountered untimely delays due to circumstances beyond their control. These delays often cause costly disruptions to their manufacturing processes, which necessitates delivery of the goods as quickly as possible to eliminate any further financial impacts.

This case study describes how Cornerstone steps in, delivers this urgent cargo faster than other available options, and provides full visibility while the cargo is in transit—a critical factor for these customers. Thanks to location and light-sensitivity cargo monitoring from Sensitech, these manufacturers know exactly when their cargo is scheduled for delivery to their plants. They now have all the visibility they need to accurately update their assembly-line schedules and eliminate any further lost time.



Sensitech provides us with reliability that just doesn't fail, and this reliability has secured business for us and strengthened our existing customer relationships.

John Walters
Vice President, General Manager
Cornerstone Logistics LP



Delivering Cargo in Time of Need with Reliability and Speed

As a service-oriented logistics provider, Cornerstone Logistics LP has delivered premium time-sensitive shipping of high-value cargo from port-to-door for over 20 years. Cornerstone's parent company is TFI International, a North American leader in the transportation and logistics industry.

THE LOGISTICS CHALLENGE:

Out-of-Control Delays and Lost Revenue

Cornerstone's customers are large multinational auto and agricultural manufacturers who have assembly plants in North America. These plants are often supplied with assembly-line parts from overseas that are shipped into either Canadian or U.S. ports. The cargo typically is delivered to its final destination by rail.

However, there can often be transportation delays due to anything from a manufacturing interruption at point of origin to striking port workers or a fast-moving hurricane that shuts down a shipping lane or port. No matter what the cause, the delays can lead to significant financial losses, missed deadlines and even compromised customer loyalty. Consequently, these manufacturers must quickly make contingency plans and do whatever they can to avoid shut downs or inactivity in their plants.

This is where Cornerstone comes in. These companies know that Cornerstone is a highly reliable partner who can deliver the parts they need quicker and more efficiently than traditional rail transportation. "Most of our business is based on shipments that have an urgency and our customers are in dire need of their cargo," says John Walters, vice president and general manager at Cornerstone. "Our services come with a premium fee, but it is minuscule compared to the losses that our customers could experience when their 24/7 production lines are inactive."

"We can reduce the final shipping leg by up to 50% in comparison to rail service, which means that the cargo gets to its destination three or four days earlier," adds Walters. "That is a critical time—and cost—savings we are giving back to our customers."

THE SOLUTION

A Trusted Location Tracking and Light Monitoring Program

A critical aspect of Cornerstone's expedited service is the ability to inform their customers precisely when they can expect the delayed cargo shipments—and for that, Cornerstone turns to Sensitech. The logistics provider uses Sensitech's cellular and GPS-based cargo monitoring devices that provide real-time tracking of the cargo, from the point it leaves a port until it's received at the final destination.

"There are lots of other cargo tracking products out there, but they have dependencies beyond our control," says Walters. "For instance, some of these monitoring devices travel with the drivers who have to ensure their phone is always on. They also have to download a telematics app that tracks where their trucks go. This method doesn't actually track the cargo itself, which is a risk because if a pallet was stolen off a truck, we would have no way of tracking it." Walters notes, "Because of these dependencies, this didn't work for us."

However, reliability is something Walters can always count on with Sensitech. "Sensitech's real-time devices actually travel right within or on the pallets of cargo, not with the driver, and that allows us to control everything," says Walters. "We can depend on these devices to always work and provide 24/7 tracking of the cargo's exact location—as well as temperature and light, if we had chosen to track those as well."

Beyond location tracking, Sensitech's products also help with security measures while the cargo is in transit. "We monitor light sensitivity, so we know if anyone has opened the sealed containers," notes Walter. "We are immediately alerted if a load has been compromised by someone attempting to steal the cargo." Even if a load has been stolen, the Sensitech devices that the Cornerstone team tactically place in strategic

places on the pallets and on the product itself aids in the recovery of the product since the devices are well concealed. “Light monitoring adds another level of reliability and security that we can count on,” adds Walters.

AN ADDED BENEFIT:

Incomparable End-to-End, In-the-Moment Visibility

The other imperative component for Cornerstone’s customers is real-time visibility, which notes Walters, “is everything for these manufacturers.”

“Delays change the urgency in the receipt of the product for our customers,” says Walters. “They want to get their production lines up and running as soon as possible. One of the key reasons they chose to work with us is that we can provide them with more visibility into where their product is at any given moment than most other providers can.”

“We not only track location, but also the progress of the trip and any deviations from what would be normal travel time and routes,” says Walters. “Sensitech devices provide reliable accuracy, so we know where that truck is—and its cargo—all the time and when it’s expected at the plant. We have reliable confidence, and we don’t have to rely on anyone else.”

With this kind of visibility, Cornerstone can communicate effectively with its customers, providing up-to-the-moment updates so they know exactly when the truck will pull in. “Our customers may have five or six planners waiting in a plant over a weekend for the cargo. They rely on us for accuracy as they schedule labor, get the production line ready and coordinate other related processes,” says Walters.

THE RESULTS:

Peace of Mind—and Minimized Loss—for Customers

Because of its reliable service from Sensitech, Cornerstone can react quickly in response to its customers’ needs—as in the case of a recent worker strike at the Port of Montreal, where a lot of European shipments dock. “Since cargo was not allowed into the port, the vessels carrying our customers’ shipments were diverted to the Port of Halifax,” says Walters. “I was able to order extra devices from Sensitech and get them shipped out the next day. The reaction and turnaround times at Sensitech are huge—the service is just phenomenal.”

Working with Sensitech allows the Cornerstone staff to be proactive as well. “There are times when a driver might get

stuck at the border due to customs issues,” says Walters. “Because we have complete visibility into this as it happens, we can react quickly and pass first-hand, timely information onto our clients. We don’t have to wait for information from dispatchers or other third parties, and our customers don’t have to scramble at the last minute because we update them continuously.”

Walters noted that with some customers, Cornerstone provides them with access to real-time visibility via a web dashboard so they have a direct line on the delivery trucks. “They don’t have to call or email us,” says Walters. “It’s shared visibility among all the stakeholders and it provides our customers with peace of mind as they are in total control.”

THE SENSITECH RELATIONSHIP:

Unparalleled Reliability and Trust

Cornerstone has been a Sensitech customer for over six years and the relationship has become a critical component of the company’s success. “Before, we had to call drivers or dispatchers for updates,” says Walters, “and relying on other parties was hit or miss. Now, with Sensitech’s devices, we can deliver what we promise, which is essentially peace of mind.”

“Using Sensitech devices has made life easier for our operations staff,” says Walters. “They are much more productive because they are not chasing people down. They know real-time updates are available with just one click, whether it is on a mobile phone or on a desktop computer.” Walters also notes that when his company has new operations people, Sensitech takes the time to walk them through a thorough training process to ensure the products are used properly.

Using Sensitech’s devices has become an advantage that puts Cornerstone ahead of its competition. “Sensitech provides us with reliability that just doesn’t fail and this reliability has secured new business for us and strengthened our existing customer relationships,” says Walters. “From the support staff down to the product, I’m a big fan.”

About Sensitech

Sensitech Inc. is a global leader in delivering supply chain visibility solutions. Our innovative monitoring products and services help to maintain the quality, integrity and security of our customers' valuable products at every step in their journey, all around the world. For 30 years, leading companies in the food, pharmaceutical, industrial, consumer goods and other industries have relied on Sensitech to help protect their products—and their bottom lines.



[sensitech.com](https://www.sensitech.com)



A Carrier Company

Sensitech Inc. • Global Headquarters • 800 Cummings Center • Suite 258X • Beverly, MA 01915-6197
1-800-843-8367 • +1-978-927-7033 • Fax: +1-978-921-2112 • clientservices@sensitech.com

©2020 Carrier. All Rights Reserved.