



CASE STUDY:

# IMPROVING LIVES ONE CRITICAL SHIPMENT AT A TIME

How Managed Transportation Leverages Advanced  
Collaboration Tech for Life Sciences Deliveries

### System Message

The packages were delivered and scanned at site.

80%



**Quinn**, Manager

@andrew, Great progress! You're ahead of schedule.





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The logistics industry moves quickly...

We wanted to offer—with absolute certainty—the very best managed transportation services for high-value shipments in the life sciences space.

VICE PRESIDENT OF OPERATIONS  
A LEADING U.S. LOGISTICS PROVIDER

# SITU- ATION

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One of Coolfire's clients is a leading ground and air courier service providers with a network of thousands of transportation specialists. They handle a large volume of mission-critical, time-sensitive shipments for life sciences customers who evaluate new medical and surgical interventions. These clinical trials are the primary way that life science researchers determine if new treatments—such as new drugs or medical devices—are safe and effective for public use.

For effective measurement, clinical trials require geographically distributed participants. Our client must meet rigid trial controls for research and development (R&D) including time-sensitive schedules, exacting requirements, and complex workflows. The results of these trials form the basis for approval by regulatory agencies such as the U.S. Food and Drug Administration (FDA).



*Potentially life-saving clinical trial materials, including cancer research and COVID-19 vaccines, need to be geographically distributed to trial participants across North America in a time-sensitive manner with complex handling requirements.*

# CHALLENGES

As their life sciences customer shipments scaled, they knew their existing systems and processes had to evolve as well. In order to stay competitive, they must offer courier prices based on an efficient labor model while delivering exceptional customer experiences. However, the logistics company was challenged with keeping a multitude of key stakeholders (pharmaceutical and medical device companies, trial patients, and the many transportation specialists within their network) all happy at once.

Their Vice President of Operations said, “Upon reaching the 100 successful clinical trials landmark, we wanted to further optimize the integrity of the entire shipping lifecycle while making it more visible and collaborative to all stakeholders.”

Prior to partnering with Coolfire, our client had largely relied on its transportation management system (TMS) to track shipments. However, as their pharmaceuticals and life sciences business matured and customer requirements became more complex,

new operational challenges arose, including the need for an enhanced chain of custody tracking, temperature control, managing supplies and asset returns, and overseeing driver certifications”

“Because competitors in the logistics industry were quickly moving into clinical trials, we wanted to offer—with absolute certainty—the very best managed transportation services for high-value shipments in the life sciences space,” said their VP of Operations. “This included full operational visibility of shipments in real-time as well as fast-moving team collaboration tools to orchestrate people and assets for quick decision-making when required.”



Enhanced chain of custody tracking



Monitoring and controlling temperature efficacy of shipments



Managing seamless capacity



Managing supplies and handling asset returns



Overseeing driver certifications

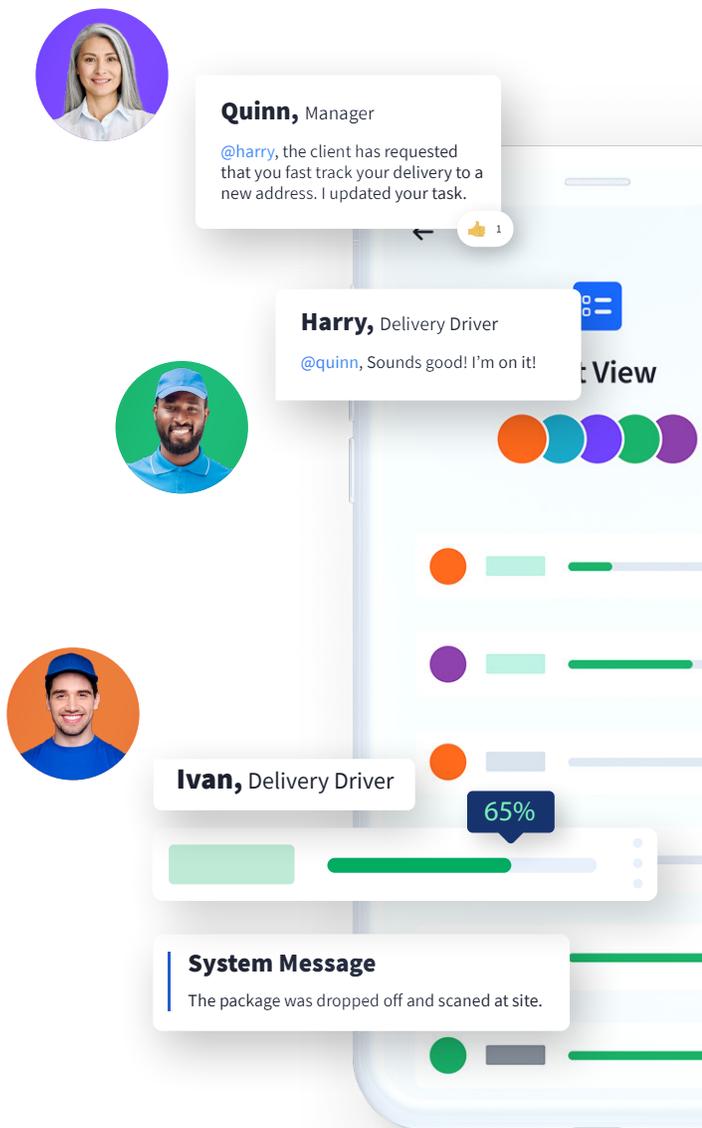
# SOLUTION

## Coolfire delivers a flexible last-mile solution to track the entire chain of custody for life sciences shipments.

Our client needed a more robust operating system to better manage day-to-day operations, but they didn't want to replace their existing TMS platform. What they wanted was a solution to enhance and extend their TMS.

Coolfire Core provides a flexible solution—based on their unique workflow and business logic—that enables their TMS to serve as the single source of truth for all order and shipment information.

With Coolfire's real-time integration into the TMS, all stakeholders are able to track the entire chain of custody in a centralized place. Third-party ground drivers are automatically assigned a Session, which organizes the TMS's job data, enriches it with the order's unique tasks and workflow, and captures cross-team communication. This means everyone is able to work with the latest information for each stage of the shipment – from pick up to delivery and everything in between.



This implementation has unlocked many benefits:

### Tracking and Visibility

- Centralized dashboard for customer and shipment data
- Ability to upload instant temperature monitoring results at any point during the shipment lifecycle
- Detailed view of supplies and asset returns related to any shipment
- Real-time view of available resources and seamless capacity

### Collaboration

- Streamlined team chatting for each delivery
- Capability to scan/upload pictures, docs, paperwork, checklists, and QR/barcodes
- The capture of all communications within the context of a work order/delivery

### Operational Efficiency

- Data to enforce operational controls and create instant exceptions
- Geofencing and other triggers for enforceable workflow
- Full issue monitoring and task management
- Tracking of driver certifications
- Ability to send shareable links to third-party drivers to manage shipments

“We conducted a proof-of-concept pilot with Coolfire involving 10,000 life sciences shipments. Our success rate for these deliveries was 99.9%. This represented an increase of 1.1% from our prior rate before the deployment,” says their VP of Operations. “Given these shipments’ criticality and shelf life, there is practically zero room for mistakes—especially when lives are potentially on the line. Overall, we are extremely proud and excited about the results we’ve gotten from Coolfire Core in our life sciences business.”



***After ingesting data from our TMS, Coolfire Core creates deeply customizable “Sessions” for tracking the entire chain of custody for any life sciences shipment.***

AFTER THE DEPLOYMENT OF THE COOLFIRE SOLUTION INCLUDED:



A centralized dashboard where every customer and shipment is readily visible



Capturing and archiving all communications within the context of a work order/delivery



Capturing and archiving sensor data readings



Workflow enforcement to maintain operational controls and meet unique customer requirements



End-to-end digital workflow tracking and progress visibility



Geofencing and other triggers for enforceable workflow



Real-time view of available resources and seamless capacity



Full issue monitoring and task management related to shipments



Streamlined team chatting and texting for each delivery



Tracking of driver certifications



Capability to scan/upload pictures, documents, paperwork, checklists, and QR/barcodes



Publicly shareable links to third-party drivers to manage deliveries without downloading an app





“We conducted a proof-of-concept pilot with Coolfire involving 10,000 life sciences shipments, with a 99.9% success rate—a measurable increase from our prior rate. Given the criticality of these shipments, there is zero room for error. We’re extremely proud and excited about the results.”

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# THE FUTURE

In addition to achieving better tracking, collaboration, and quality assurance for their life sciences shipments, our client has measured a significant decrease in tracking and tracing efforts, the elimination of overtime, and an overall 50% reduction in order processing time.

The operational efficiencies they've gained is undeniable. They're now looking to apply Coolfire Core to other areas of their business, including non-life sciences deliveries, driver onboarding processes, and customer service operations.



Coolfire provides core and enterprise level solutions that make it easier for teams on the move to stay connected to the critical information they need to effectively do their jobs. We help people, teams, and businesses get their work done better, faster, and easier.

Our technology is literally battlefield tested. With our roots in the military, Coolfire is used in everyday military

operations where we empower people through our collaboration and communication technology in some of the most challenging environments.

Today, we help teams across multiple industries complete their own unique missions successfully.

[WWW.COOLFIRE SOLUTIONS.COM.](http://WWW.COOLFIRE SOLUTIONS.COM)



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