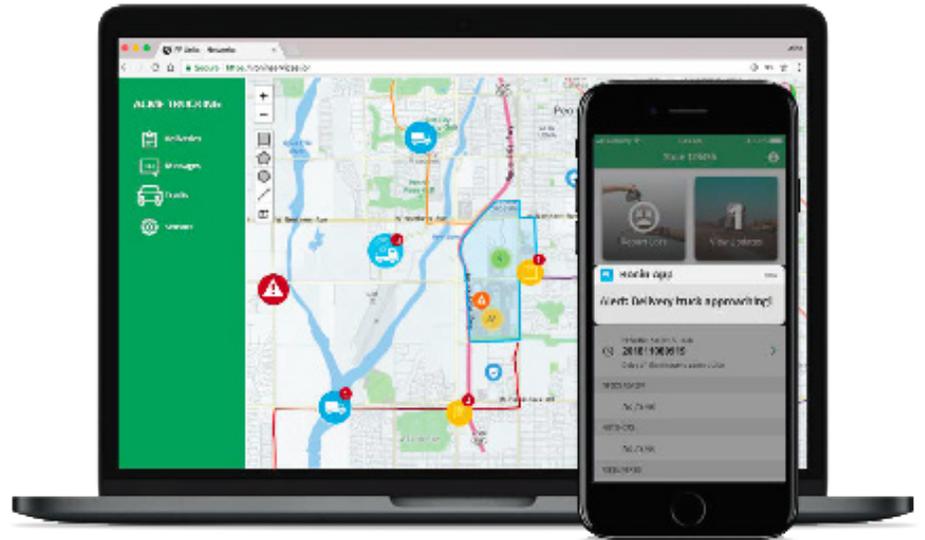


THE COOLFIRE SOLUTIONS CASE STUDY:

DELIVERING COLLABORATIVE LOGISTICS

Visualize and collaborate on critical data through a mobile-first, map-driven interface. Coolfire developed situational awareness delivery software that integrates and aggregates everything you already have – data from the IoT, vehicles, sensors, existing systems, and people – to allow for real-time decision-making throughout the supply chain. Learn how Coolfire can untangle your last-mile logistic challenges.



CHALLENGE

Lack of end-to-end operational visibility inhibits efficiency.

The transportation and logistics industries depend on consistent and reliable delivery of product to customers. Inherent supply chain complexity along with a myriad of disconnected systems and processes to manage drivers, trucks, compliance, customers, inventory, and schedules make consistent On Time In Full (OTIF) deliveries a challenge.

Lack of visibility inhibits a company’s ability to identify points of failure, proactively communicate and respond to customer demands, or create incremental revenue opportunities. Breakdowns in the last mile delivery process can damage customer satisfaction, drive unnecessary costs, limit your ability to add new clients and kill bottom-line results.

SOLUTION



Coolfire solves logistics challenges by providing a real-time operational picture of the distribution network to all the impacted parties. Drivers, warehouse, logistics teams, and even customers, will be linked together with unique views of the same information. Everyone can see the status of deliveries, notify or be notified of problems, and act before delivery times are missed. Managers can make more informed decisions when rerouting trucks or inventory, warehouse workers can proactively communicate when quantities or selection may vary from the order, and customers can request additional product or trigger an alert when there’s a problem.

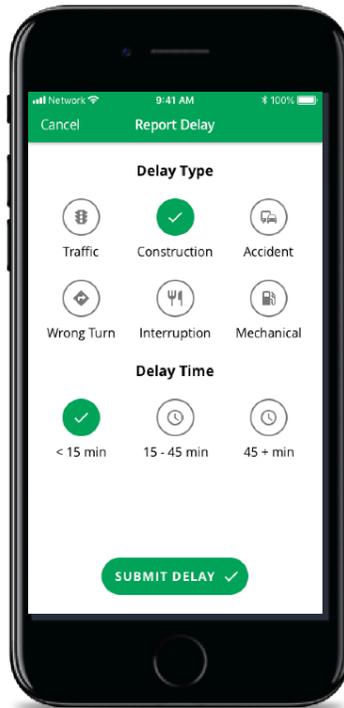
The Coolfire software is an intelligence layer that brings relevant data and people together, enabling them to take action. Built-in workflow capabilities allow us to route information to the users that can influence the outcome—in context of their location and role responsibilities. Ronin’s mobile-first, map-driven interface enables users to visualize critical data and act on it instantly. Users can communicate and collaborate via chat, images, videos or on-screen annotations—allowing for the fastest possible resolution. With a common operational picture, all impacted parties have visibility of the most critical information.





RESULTS

Coolfire provides unprecedented visibility into your transportation operations, allowing for real-time communication and collaboration on the same set of information. When using a common operational picture to organize information, there is no confusion or lost efficiencies when servicing a customer. When you consistently deliver On Time In Full, you improve existing customer satisfaction and create new, incremental sales opportunities.



KEY FUNCTIONALITIES

- Maintain a single source of real-time information on the entire supply chain.
- Multi-directional communication allows push/pull requests from customers, managers, warehouse and drivers.
- Connect to vehicle sensors to monitor things like load temperatures or humidity.
- Get real-time status updates on a driver's location and route progress or changes.
- Receive alerts on breakdowns or at-risk deliveries, take action to prevent impacts on drive or customer.
- Support dynamic routing to retail locations/customers based on ad-hoc requests for products.
- Geofences reduce driver wait times by triggering location-based alerts and notifications for impending deliveries.
- Use historical data to support continuous improvement, leverage predictive analytics to drive operational efficiency, and understand the impact of changes on your operations.

“Making the right decision at the right time unleashes the unrealized value of a business.”

Source: “Car Rental Companies Get More Connected,” USA Today, June 2017

Coolfire is a software development company that enhances real-time event awareness, control, and response. Coolfire has developed the only collaboration software uniquely focused on situational awareness—capable of organizing people, locations, and data around critical events. Our patented technology eliminates the barrier between people and information, allowing them to make better, more informed decisions. Coolfire is a trusted technology resource for corporate and government customers from Enterprise Rent-A-Car to the U.S. Special Forces.

LET'S GET STARTED.

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