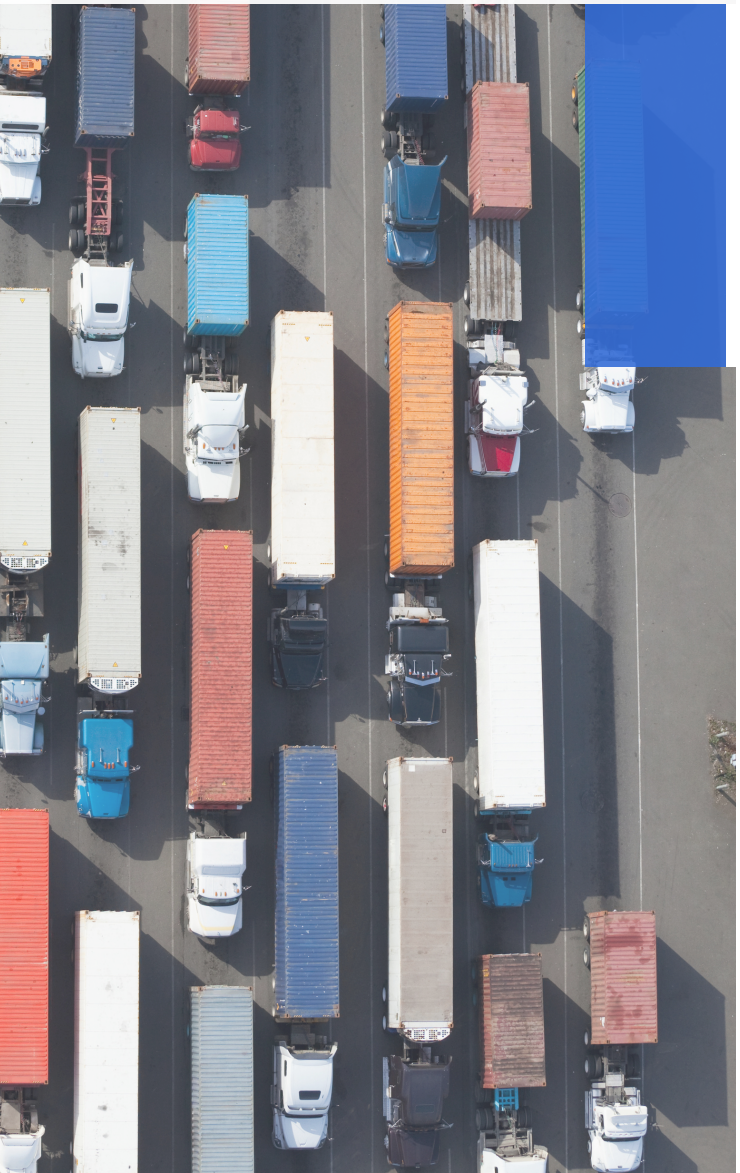
SUCCESS STORY

# GEFCO ENSURES THE TRACEABILITY OF ITS FLEET OF TRAILERS WITH EVERYSENS.

Global player in the industrial supply chain and European leader in automotive logistics, GEFCO France, a subsidiary of GEFCO Group, is deploying a complete traceability solution to **ensure real-time monitoring of the fleet of trailers used in its Groupage business**. The freight forwarder chose Everysens' logistics visibility solution to maximize its fleet rotations and reduce its CAPEX.

Part of its innovation policy, this deployment makes GEFCO the first European logistics group to implement a large-scale trailer traceability system based on IoT and AI. Already a reference in the rail sector, Everysens proves with this contract the **relevance of its collaborative visibility solution for the road mode**.



## KEY FIGURES

450 trailers throughout its French network
600 to 1000 deliveries per day
28 agencies in France

*We strongly believe in the potential and impact of innovations like Everysens on the logistics industry, and on improving our service to our customers.*

**Emmanuel Kesler**, Freight Transport and Logistics Director - GEFCO France.

*The real-time visibility and analysis provided by the Everysens solution not only allows us to gain in productivity on daily tasks, but also to control the performance of our fleet.*

**Mathieu Jouan**, Head of Procurement - GEFCO France.

## CONTEXT - Visibility for road transportation

Representing 90% of logistics flows, road transport is the **most mature mode of transport in terms of digitalization and IoT**. Most players are already equipped with digital tools such as telematics. However, the multiplicity of tracking tools (tractors and trailers) on the market makes the selection of a relevant solution all the more complex.

Shippers, the ordering customer of road transport, are **demanding more and more visibility from their carriers**. Without a connection between these 2 parties' systems, carriers are forced to make manual updates on a large number of tools. In addition, the fleet optimization provided by the existing solutions is insufficient. Everysens' Road Visibility solution solves this problem.

# Traceability as a logistics management tool

### 1. An automated real-time inventory

The Groupage business is complex, as it requires many stakeholders to collaborate. The day-to-day management of this activity was the main problem identified by GEFCO.

The inventory represented a significant inefficiency in the semi-trailers fleet management. Carried out at a given time, very early in the morning or late the day before to plan the day, the **inventories were carried out manually and irregularly**.

Throughout the day, the operational staff had no information about the assets' availability, hindering efficient daily management.

Through instantaneous geolocation data of GEFCO trailers, Everysens offers an **automated real-time inventory**, on a national and international scale.

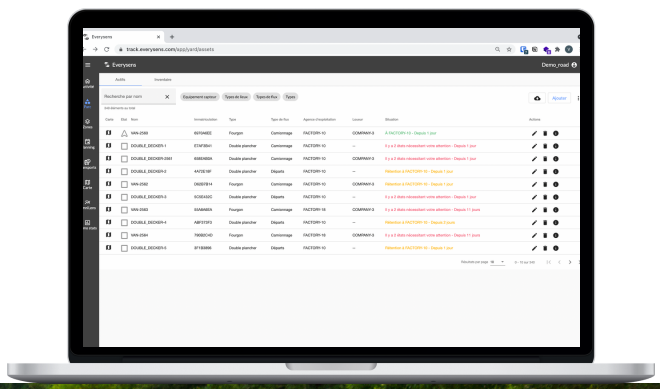
No more early morning rounds of the fleet. By avoiding multiple and time-consuming entries, GEFCO's operational teams enjoy **undeniable productivity gains**.

### 2. Controlled trailers maintenance

As a freight forwarder, GEFCO uses a number of subcontractors for the **maintenance** of its trailers. The trailers are inspected **every year**.

If the trailer is not easily located for maintenance, this entails legal liability and a potential financial penalty for GEFCO.

Transport visibility meets these challenges. Controls on time schedules, relays and destination points enables GEFCO to better **control its subcontracting**, to challenge rental companies on downtime, and also to **solve internal availability issues related to maintenance**.



# Optimizing a fleet thanks to visibility

## 1. Analyzing malfunctions

In addition to knowing the geolocation of the trailers, GEFCO is interested in their behaviour: are they at a customer's premises, are they active, how long are they working?

The statistical analyses provided by the Everysens solution make it possible to highlight fleet malfunctions and to review certain transport plans. GEFCO is thus able to **explore** the sources of downtime and long rotations in depth, and to **take the necessary corrective measures**.

On the Everysens solution, GEFCO can consult and explore the details of the utilization rate globally, by agency, by month and by week. For all Everysens customers, it is estimated that trailers spend around 57% of their time at a standstill. Of this downtime, there is then a 50/50 chance that the trailer is actually in detention (long term stop in the same area).

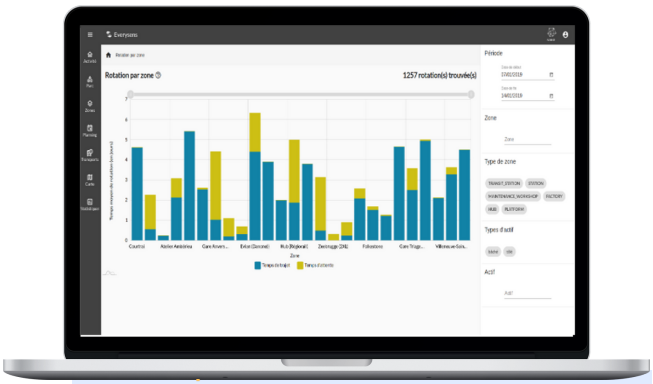
With further analysis, GEFCO can then discover downtime trends (critical areas) and **make the players accountable** for maximizing utilization rate.

## 2. Accurately sizing a fleet of trailers

By analyzing movements and usage by agencies and end customers, GEFCO is able to **identify immobilized trailers** and areas for optimization, and thus **adjust its fleet as closely as possible to its needs.**

In concrete terms, when an agency previously requested a trailer buyback for its clients, its reflex will now be to maximize the use of the trailers it already has if they are underused.

The **statistical analysis module** of the Everysens solution thus becomes an arbitration tool for the purchase of new trailers. The goal is to accelerate trailer rotations to do more transport with the same amount of resources. This will in turn reduce the share of short-term rentals, which cost 30 to 50% more.




ZOOM

### Groupage of goods - what exactly is it?

“Consolidation" or "grouping of goods" refers to the process of reorganizing and grouping products in warehouses in order to **unify storage and transportation management**.

It is a method that is frequently used in the logistics sector, as it allows companies to reduce costs and improve productivity.

In the field of transport, groupage is characterized by the regrouping of several customers’ goods in the same truck (or container, in maritime or intermodal transport) to **avoid vehicles circulating half empty** to transport the goods of one customer only.

# Why Everysens?

## A customizable solution adapted to international transport

Why choose the Everysens solution?
For GEFCO, this decision was based on **3 main arguments:**

- A solution that can be fully configured to fit its business needs
- International trailer tracking
- Easy integration with other company systems

### Set up according to business needs

Obtaining geolocation data is one thing, acting on it is another. It is imperative to **give a business meaning to this data to derive value from it**. This is a distinctive feature of the Everysens platform.

Beyond a point on a map, GEFCO can view its **inventory in real time and be alerted of anomalies**, according to thresholds specifically defined for their activity. GEFCO can also set up asset management information such as maintenance dates for better day-to-day management.

### Track trailers internationally

Robust and efficient, Everysens sensors ensure a minimum lifespan of 3 years. For the GEFCO use case, we estimate that these sensors will last **5 years**. The sensors also work **throughout Europe**. This was a key factor in GEFCO's decision, since their trailers currently travel across nine different countries.

To facilitate the installation of the autonomous sensors on the trailers, Everysens has initiated an effective collaboration with one of GEFCO's trailer rental companies. The rental company and Everysens monitor the installations live, notifying GEFCO but without requiring constant approvals. This collaboration has considerably accelerated the pace of installations.

### Easily integrate with other customer systems

Everysens is a platform that can be easily integrated into its customers' IT systems. GEFCO not only tracks trailers, but also tractors with other suppliers. Beyond the regular use of the solution by the agencies, GEFCO wanted to aggregate the visibility data in a centralized system.

This has been the case since November 2020. The positions recorded by the sensors are now sent directly to GEFCO's systems in a reliable and regular manner.

# Which ROI levers has GEFCO identified?

### Reduce short-term rentals

GEFCO regularly uses short-term rentals to make up for the unavailability of its trailers. However, these rentals are **30 to 50% more expensive** than long-term rentals. By increasing the use of the trailers already in its fleet, GEFCO will be able to reduce the number of short-term rentals and thus **reduce its transport budget**.

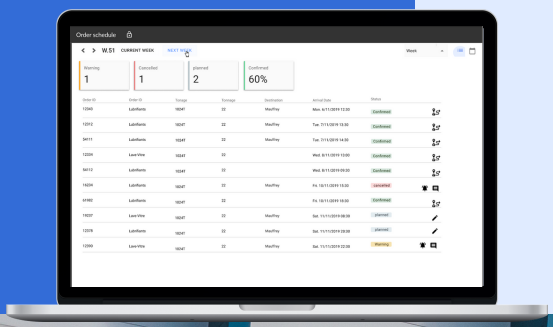
### Reduce fleet size

Upon receipt of alerts and KPIs, agencies check on the trailers affected by **abnormal retention rates** and take action accordingly. By reducing downtime, trailer rotations are maximized. GEFCO will be able to reduce the size of its fleet, doing **more transport with the same number of trailers**.

### Reduce penalties

The organization and planning of maintenance are fundamental, as they play a major role in **limiting the immobilization of trailers** (which can represent significant costs), ensuring GEFCO fleet's future, and reducing the **penalties linked to maintenance delays**.

# Discover Everysens




Everysens offers a solution that allows you to manage your trailer fleet and improve your transport performance in real time. With Everysens you benefit from an automated inventory, real-time availability and progress of the transport information, without any data break. Analyze in a granular way your utilization rates, rotations and punctuality.

Visit **everysens.com** to schedule your demo.