Game Changing Container Tracking
with SiteTrax

A CASE STUDY IN TRACKING CONTAINER LOCATIONS ACROSS MULTIPLE YARDS WITH A SMARTPHONE CAMERA USING SITETRAX

A Yard Management System (YMS) is only as good as the data put into it.

We discovered that in-house container organization is a challenge for most providers after conducting well over one hundred interviews with professionals in the intermodal space. There is agreement that a fundamental lack of asset awareness exists in the industry.

Where's our stuff?

The container is somewhere on the property. Daily yard checks, on the other hand, are extremely inefficient, time consuming, and divert key personnel away from revenue-generating activities. When a driver arrives at the yard, they may have to search for their container for several minutes to a few hours, depending on the size and organization of the yard. This not only irritates and takes time away from the drivers, but it is also very costly to the organization.

This lack of asset awareness impacts the 3PL's (Third-Party Logistics) internal employees, affecting their regular job functions. Time spent locating containers has an impact on every aspect of the business, slowing processes and lowering employee morale. That is where SiteTrax steps in to make things easier. Users consistently encountered the following results after implementing SiteTrax technology:

- **Reduction of average pickup and delivery by 1 hour with a subsequent savings of $0.21 per mile**
- **An improvement in yard management and yard "visibility"**
- **Little to no capital investment involved**
- **Real time visibility without deploying additional hardware**
- **Useful data presented in a practical format which is critical to success**

What's more, SiteTrax provides a quick and easy setup. The app can be used in handheld and window-mounted scenarios, it can be integrated into vehicle-mounted cameras and deployed to any YMS, and it includes Wi-Fi for uploading containers captured for the fastest processing. Similarly, the use of AI (artificial intelligence) means that information is processed and presented quickly, making site location and organization efficient and cost effective.

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Intermodal Solutions

Yard Management - SiteTrax makes Yard Management simple and efficient

When the location of the container is known and easily accessible to all employees, the customer's container arrives at its destination faster.

Time is money - SiteTrax assists in the reduction of costs in all areas of the business

Time is saved, inefficiencies are reduced, and the possibility of having to pay demurrage fees is reduced.

Reliable data - SiteTrax technology ensures that tracking data is up to date and accurate

Data can be used to validate fully automated Terminal Operating Systems (TOS) if the real-world location of the assets does not match the algorithmically defined location.

SiteTrax users, particularly dispatchers, discovered that with this innovative technology, arranging pickups of misplaced containers went from being the most difficult and time-consuming part of the day to being one of the simplest. Furthermore, yard managers found that saving time with SiteTrax added hours to their day.

SiteTrax delivers positive and sustainable results

Since the beta version of SiteTrax was released in September 2021, the results have been significant and impactful for tracking assets in the field. Netarus LLC and all types of 3PL's are collaborating to solve problems that many intermodal-related carriers are experiencing and are making container tracking and management simple, economical, and efficient.

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