

# Build a Robust, Real-Time Visibility Tech Stack in 3 Easy Steps

## Step 1: Identify Various Forms of Visibility



Phone Calls



Asset Tracking  
(truck, plane, train,  
trailer, or ship)



Tracking via  
algorithms/ELD



Real-time  
Trackers

## Step 2: Categorize Your Freight by Risk & Value

While basic asset tracking is suitable for low- and mid-value freight, specific types of high-end cargo need a more robust solution.

**Low Value / High Risk**

Ex: Fresh produce, clothes, shoes

**POTENTIALLY  
CRITICAL**

**High Value / High Risk**

Ex: Pharmaceuticals, meat,  
consumer electronics

**CRITICAL**

**Low Value / Low Risk**

Ex: Toys, consumer household goods

**NON-CRITICAL**

**High Value / Low Risk**

Ex: Heavy duty road equipment,  
mobile homes

**POTENTIALLY  
CRITICAL**

Some companies may need to expand these categories to include one or more medium-value/medium-risk shipping scenarios.

## Step 3: Layer in Real-Time Trackers for Critical Freight

Real-time, multi-sensor trackers provide the most robust end-to-end shipment visibility, best suited for high-value and/or high-risk freight. Attached at the shipment, pallet, or container level, they provide visibility into:



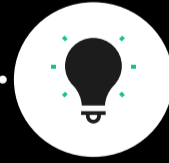
Location



Temperature



Humidity



Light Exposure



Shock

## Benefits of 100% Real-Time Visibility

- Decreases Spoilage
- Cuts Loss
- Reduces Theft
- Diminishes Claims
- Supports Your Compliance Needs

Learn More with Our  
White Paper:

Building a Comprehensive,  
Cost-Effective Tech Stack  
for Shipment Visibility

DOWNLOAD