

Full-Fleet Smart Container Deployment: The ZIM Strategy

ZIM deployed smart container technology across its full fleet to strengthen visibility across its global container network. By eliminating operational blind spots and building a robust digital infrastructure, ZIM is converting raw container visibility into actionable operational intelligence across its entire global network. This shift not only improves operational decision-making, but also enables a new level of transparency and confidence for customers.



EXECUTIVE SNAPSHOT



Customer:

ZIM Integrated Shipping Services

Industry:

Global Container Liner Shipping & Integrated Logistics

Solution:

Hoopo's smart fleet tracking platform and hoopoSense Solar devices

Strategic Objective:

Eliminate systematic operational blind spots and establish full-fleet visibility as the new baseline for global operations.

Deployment Scale:

Hundreds of thousands of dry containers equipped with hoopoSense Solar devices across ZIM's global network.

Deployment Approach:

A fleet-wide rollout of hoopoSense Solar smart container devices, engineered for long-term deployment across global maritime and intermodal operations.

THE CHALLENGE

For global carriers, container visibility often ends at the port gate.

Once containers move inland by rail or truck, operations teams lose granularity into asset location and status. These blind spots compromise container positioning, inflate safety stock levels, and obstruct efficient fleet movements.

ZIM recognized that solving these challenges required more than incremental improvements.

“Partial deployment only gives partial value.” — Oded Shachar, CTO & Head of ZIM Ventures

To unlock meaningful operational impact, ZIM decided to deploy smart container technology across its entire dry container fleet.

Where Visibility Breaks

Traditional container tracking is fragmented, leaving long inland journeys unmonitored.

Smart container deployment enables continuous visibility across the entire journey.

As Gil Lehmann, Director, Global Logistics Division Manager, explains: “There are lots of blind spots where we do not know where the containers are, especially during long rail or truck journeys. So having a tracking device on each container will add this visibility that we lack today.”



Why ZIM Chose Full-Fleet Deployment

ZIM recognized that partial visibility creates operational gaps: when only part of the fleet is connected, the rest remains invisible, driving higher safety stocks and manual workflows.

To unlock full operational value, ZIM chose to scale hoopoSense Solar across its entire dry container fleet. By choosing a full-fleet rollout, ZIM has moved beyond simple "track and trace" to achieve:

- Complete data coverage across the fleet
- Consistent visibility across all containers
- A scalable digital foundation for future automation

“If you want full visibility of your fleet, you need full coverage. The real value only shows up when you go all-in.”



— Gil Lehmann, Director,
Global Logistics Division Manager

THE SOLUTION

ZIM partnered with Hoopo to deploy hoopoSense Solar smart container tracking devices and Hoopo's intelligence platform designed to transform container data into operational intelligence.

The solution enables:

12+ Years

Maintenance-free battery life powered by solar harvesting

99.9% Accuracy

Reliable door event detection for cargo integrity

24/7 Tracking

Continuous container location across all journeys

ATEX Zone 1

Certified for LNG vessels and hazardous environments

Key Operational Impact

With full-fleet smart container deployment, ZIM is turning container visibility into operational intelligence across its global network.

Safety Stock Optimization:

- Improved visibility enables lower safety stock levels, increasing asset utilization.

Precision Fleet Balancing:

- Eliminates "ghost inventory" and reduces unnecessary repositioning and empty moves.

Operational Efficiency:

- Removes inland blind spots, reducing manual tracking and accelerating operational decisions.

Commercial Differentiation:

- Real-time visibility into container status strengthens customer trust and service transparency.

Sustainability & ESG:

- Better fleet positioning reduces redundant moves and supports lower carbon emissions.

Deployment at Global Scale

Deploying smart tracking across thousands of containers requires coordination across teams, depots, and operational sites worldwide. Each device must be installed correctly, and rollout progress must be monitored across multiple sites.

ZIM worked closely with Hoopo throughout the deployment, training teams, monitoring installation quality, and addressing operational challenges as they emerged. Tools such as installation dashboards and reporting provided visibility into the rollout and helped teams track progress across locations.

"Rolling out thousands of smart containers is a major project. At this scale, you need more than a vendor, you need a true partner."



– Liat Uliel-Mirkin,
Telematics Projects Manager

The Future: A Foundation for Data-Driven Logistics

For ZIM, this initiative transcends a simple hardware rollout; it represents the bedrock of their next-decade digital strategy. By bypassing incremental pilots in favor of full-fleet deployment, ZIM has moved from reactive asset management to proactive orchestration.

“If we can reduce our stock buffer by only a few percent, the ROI becomes very clear.”

— Gil Lehmann, Director, Global Logistics Division Manager

This permanent digital infrastructure provides:

Predictive Fleet Planning:

- Transitioning from "where is it?" to "where will it be needed next?" using data-backed asset moves.

Radical Transparency:

- Strengthening customer trust through verified shipment integrity and real-time milestones.

Operational Agility:

- A scalable digital foundation that supports the integration of AI and future logistics innovations.

“It’s not only about technology — it’s about building a long-term digital infrastructure. We are building the foundation for smarter logistics over the next decade, enabling us to make better decisions based on data.”



— Oded Shachar,
CTO & Head of ZIM Ventures

Ready to explore what **full-fleet visibility** could unlock for your fleet?

Book a meeting with our team

