POST & PARCEL

No container invisible between scans

A national postal and logistics operator — moving more volume than any other shipper in North America — is rolling out scan-free, lane-level container visibility across a 10-site network. Every container is tracked from the moment it enters a facility to the trailer it's loaded on, capturing $3.53M in annual savings.

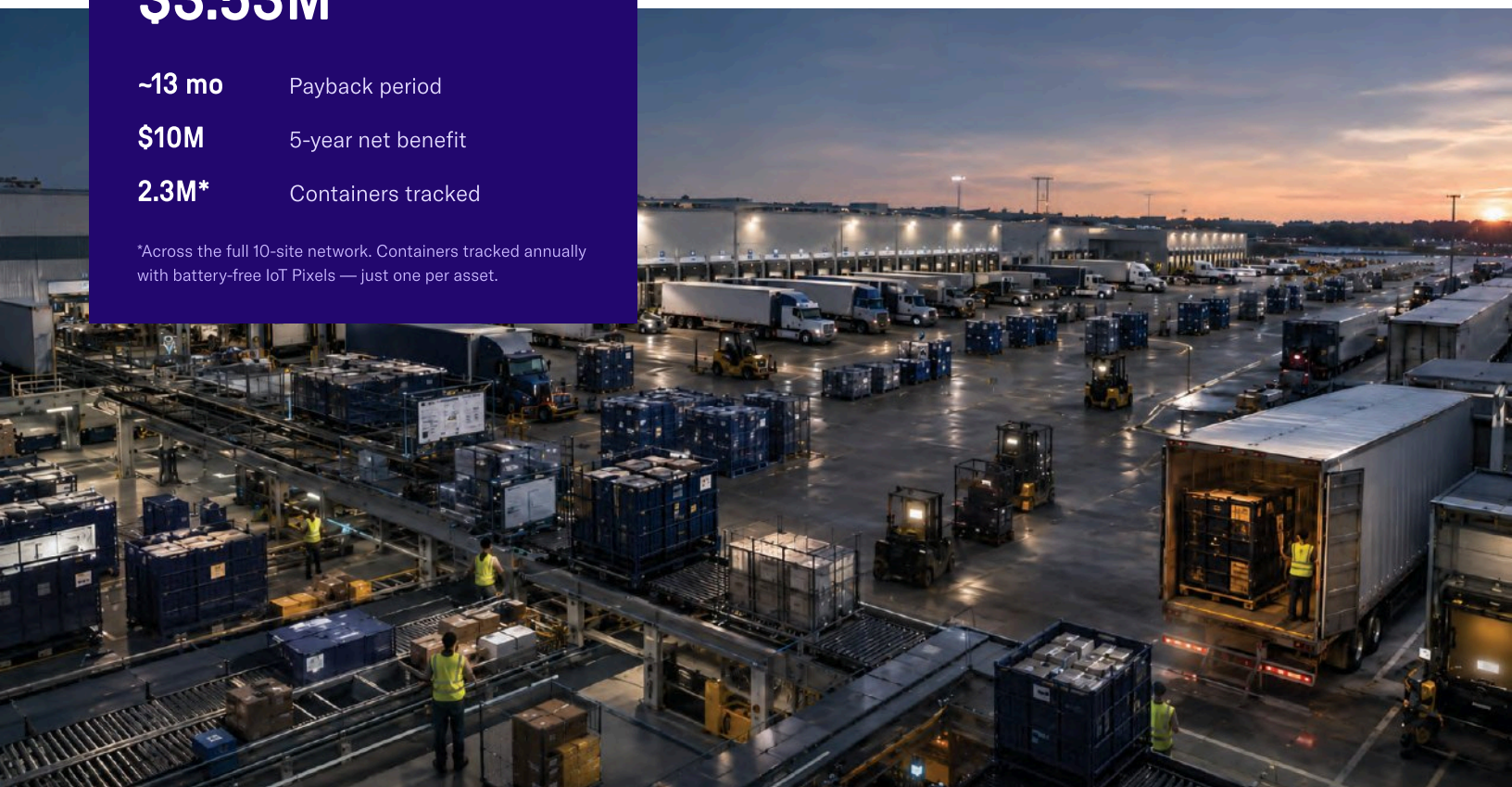
BUSINESS IMPACT AT A GLANCE

ANNUAL SAVINGS

$3.53M

~13 mo	Payback period
$10M	5-year net benefit
2.3M*	Containers tracked

*Across the full 10-site network. Containers tracked annually with battery-free IoT Pixels — just one per asset.



PROJECT OVERVIEW

Industry	National postal and logistics operator (highest parcel volume in North America)
Environment	Regional processing & distribution centers — dock doors, staging lanes, outbound trailers
Use case	Scan-free tracking of multi-use containers (gaylords), dock to trailer and facility to facility
Assets in network	10 sites · ~1,570 dock doors · ~160 zones per site · 2.35M containers tagged annually

01

The challenge

At peak, multi-use RTIs vanish into dock and staging chaos. The operator had no way to answer the simplest question — where is it?

- **Buried and forgotten.** One container gets buried among 100+ and forgotten.
- **No last known location.** Operators walk the floor to manually search for a container, with no last known location to start from.
- **Missed cutoffs.** Lost or stuck containers miss trip cutoffs, dragging down on-time performance across the network.

02

Why RFID couldn’t solve it

Earlier tracking approaches couldn’t deliver real-time location at this scale.

- **Chokepoints, not location.** RFID captures chokepoint transactions only — not active, continuous location.
- **Costly and siloed.** High infrastructure cost, with no unified real-time location layer across the network.
- **Manual and error-prone.** Manual scanning adds labor, introduces errors, and still leaves blind spots.

03

The solution

Wiliot puts battery-free IoT Pixels on every container and bridges at dock doors and staging lanes — delivering passive, lane-level location with no scanning.

Lane-level location. Which lane, which dock door — captured passively, no scan.

Instant location. “Last known location” available instantly on the console.

Dwell-time alerts. Dwell-time alerts flag stuck containers before they miss a trip cutoff.

Wrong-trailer flag. A wrong-trailer load flag fires when a container lands in the wrong lane.

End to end. Because every site runs the same IoT Pixels-and-Bridge layer, visibility carries from origin through to the destination facility — the container is never invisible between scans.



04

The ROI

Across the 10-site network, the deployment recovered its year one investment in about 13 months and returns ~$2.57M a year from year two onward — compounding to $10M over five years.

$3.53M
ANNUAL SAVINGS

~13 months
PAYBACK

$10M
5-YEAR NET BENEFIT

WHERE THE ANNUAL SAVINGS COME FROM



SAVINGS DRIVER	ANNUAL SAVINGS	SHARE
Shrinkage recovery	$2.64M	75%
Labor time savings	$0.88M	25%
Total	**$3.53M**	

Shrinkage recovery is the largest driver. Fewer lost containers across 2.35M assets. Labor savings come from eliminating manual floor searches and scan-based handling.

WHY WILIOT

ABOUT WILIOT

Wiliot is a Physical AI company that gives organizations continuous, scan-free visibility into the location and condition of every item in their supply chain. Battery-free Bluetooth sensors, called IoT Pixels, capture the data, and the Wiliot Physical AI platform refines it into actionable insights — predicting problems like shrink, mis-ships, and spoilage, and recommending the next move. Trusted by many of the world's largest retailers, carriers, and consumer brands, Wiliot has tagged more than 1 billion assets worldwide.

See what scan-free, network-wide container visibility could recover in your operation. Book a working session with the Wiliot team at wiliot.com/contact.