

# Always-on shipment monitoring protects valuable cargo

*Reduce rejections and keep loads secure with managed services.*



## Background

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Coordinating logistics is a complicated job that involves a lot of data. Keeping track of all that critical information can be a formidable task—especially when temperature-sensitive or high-value loads are at risk.

Streamlining the collective process of monitoring, analyzing and responding to shipment data is the role of Copeland’s managed services team, part of the Oversight cargo services suite launched in 2022. Available as a stand-alone service or in combination with any of the other modules, managed services acts as an extension of your operation, providing 24x7x365 shipment monitoring from a dedicated team of cold chain specialists.

“Logistics is a crazy world,” said Dan Knauer, Midwest regional sales manager for Copeland. “We’re operating in a market with fewer trucks, fewer drivers and more loads. This makes supply chain management stressful and time consuming.”

Copeland GO trackers and loggers have revolutionized the industry by providing real-time monitoring of temperature, humidity, light and vehicle location. But all the time spent monitoring that data for multiple shipments, making sure temperatures stay in compliant ranges, verifying on-time deliveries, and counteracting things that may go wrong is time you can’t spend on other action items.

“If you don’t have the manpower or the time to take action on an issue with a shipment, then how do you leverage the data received from a real-time tracking device? That’s when managed services can step in and operate via a customized standard operating procedure to act on your behalf. This team will not only save you time by entering key shipment details to the tracker, but also has the capability to reach out to stakeholders during transit if something is going wrong,” Knauer said.

### ***Protect your brand and stay focused on essentials***

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Any company that uses Copeland GO tracking or cloud-based logging devices is qualified to participate in the managed services program. In this way, you can relieve your operation from many of the burdens of monitoring shipments, responding to alerts and keeping key stakeholders informed.

Knauer recently summarized some of the key benefits of the service. “Let’s say a problem happens at 3:00 a.m., or on a holiday morning. Our team is 24x7x365, so

we can reach out to the overnight team of a broker or a transportation company that’s managing the shipment. The Copeland team can often counteract the issue before you’re even aware there’s a problem. We can manage the shipment alerts your company receives at times you might not be available or have the time to respond.”

In a similar way, managed services can also help you to be more productive on the job by allowing you to focus on the tasks that help your operations run more efficiently and profitably.

### ***Outsourced monitoring that follows your best practices***

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The first step when you partner with managed services is to establish detailed standard operating procedures (SOPs) that are unique to your business. Our team will work with you to determine exactly how we should react on your behalf if problems arise.



“Although our team is very experienced in handling these kinds of situations, we don’t want to do anything that you wouldn’t approve or do yourself,” Knauer explained.

Once your SOPs have been defined, the managed services team goes through a full two-week training period. This ensures that every representative is a resident expert, not only in your company, but in how you would react to issues that may occur.

“Let’s say you’re hauling fresh produce that needs to stay between 32 and 39 degrees in order to maintain optimal quality before it reaches the end receiving point,” Knauer suggested. “If for any reason it goes above or below that range and you don’t have time to respond to the temperature alarm, how would you like us to react on your behalf? We could contact your transportation stakeholder via an email or phone call. If a temperature alarm occurs anywhere throughout your supply chain, we can also contact that stakeholder

at that point in the supply chain to retroactively fix the problem before it becomes unresolvable or causes a claim at the end receiver. The procedure is unique to each customer. It's all based on how you would react and how our managed services team can assist with that process to take the labor off your team's hands."

### **About Dan Knauer**

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Dan is the Midwest regional sales manager, Cold Chain at Copeland and newly appointed Oversight cargo services specialist. After graduating with a degree in operations supply chain management from East Carolina University, he went on to work for a third-party logistics (3PL) provider as a freight broker. In 2017, he

started with Copeland on the inside sales team and has since moved to an outside sales role. He specializes in shipment monitoring solutions for the perishable food, life science and high-value cargo industries.

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