

Road Logistics

Max Visibility: Real-time shipment visibility at item-level

What if every single shipment had a voice? Leveraging cutting-edge logistics technology, smart labels transform your supply chain capabilities, giving you real-time visibility and AI-driven predictive insights at item level.



Next-level visibility

In the dynamic world of logistics, real-time shipment visibility is a game changer that empowers supply chain leaders to boost efficiency, reduce risks, and achieve superior customer satisfaction. Take your road freight operations to the next level with item-level insights, enhanced decision-making, and seamless process automation.

24/7 real-time location tracking

Our innovative smart labels enable continuous monitoring of each item in your shipment, offering precise, real-time updates from dispatch to delivery. Whether you are streamlining your operations, proactively keeping your customers informed or enhancing inventory processes, you can depend on the most accurate location data available.

Live condition monitoring at item level

While truck-based modalities may overstate risks, our advanced sensors deliver exact temperature readings for each item. This means that in the event of a trailer door incident, you will be able to distinguish whether only nearby goods are affected while the rest of your cargo remains uncompromised. Our dependable and targeted cold chain solution helps safeguard your products and profits by minimising spoilage during transit and reducing wastage.

Smart sensors protect your goods from damage and theft

Our solution gives you up-to-the-second updates and reduces risk exposure across the entire transport cycle. A combination of sensors works in tandem to protect your goods—shock sensors detect any untoward physical impact, while light sensors react when a trailer or box has been compromised. Combining precise location data with real-time alerts enables swift intervention, increases accountability, reduces future risk and lowers the impact of insurance claims.

Unparalleled efficiency with predictive ETAs

Transform your logistics into a predictable and highly efficient operation. ETA updates are continually refined using real-time data and advanced machine learning technology. With reliable, data-driven ETAs, you and your customers can plan with confidence, reduce waiting times, and enhance resource allocation. Stay ahead of the curve and give your customers and consignees the reliability they demand.

Automate manual workflows with smart alerts

Configure real-time alerts and notifications that know when (and when not) to inform you or your customers. These can be based on product temperature and condition, location, geofencing parameters, and ETAs. Embrace a visibility solution where real-time information flows seamlessly, ensuring everyone is synchronised and informed at every step. Say goodbye to error-prone manual updates and time-consuming follow-ups.

Empower your supply chain with the information that truly matters to you and your stakeholders—when you need it, not when it is convenient.



Real-time insights enable data-driven decision-making, highly efficient planning and proactive customer communication—for every shipment, pallet, or parcel.

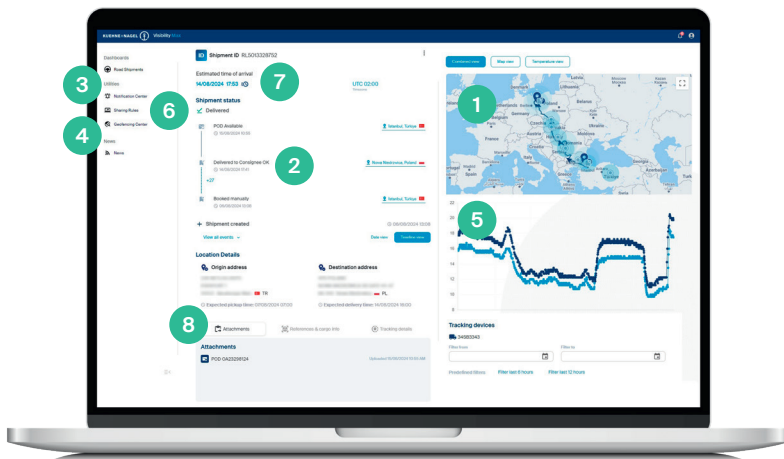
Real-time insights at your fingertips

Our cloud-based Road Customer Visibility platform is the single source of truth for all your road shipments. It seamlessly integrates thousands of data points from telematics, cutting-edge sensors and our Transport Management systems. In the background, data is analysed and constantly updated using powerful data analytics and machine learning, providing you with actionable alerts and insights.

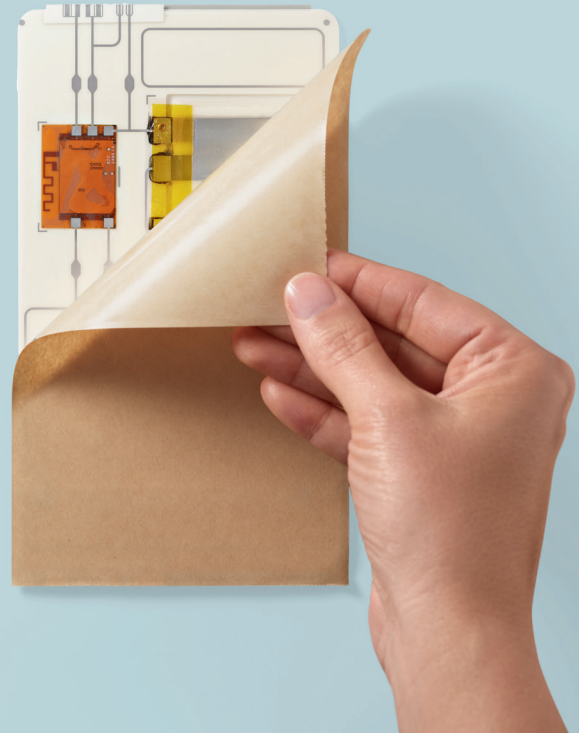
- Plug & play—no system integration needed.
- Available in over 20 languages

The Road Customer Visibility platform at a glance:

- 1 Track and trace map with up-to-the-second visibility
- 2 Real-time milestone updates
- 3 Notification centre—set custom alerts based on location and condition to keep customers and stakeholders informed
- 4 Geofencing centre—enhance your smart alerts with customisable virtual boundaries
- 5 Condition monitoring—including real-time, end-to-end temperature tracking and data capture—also enables you to document cold chain compliance
- 6 Define access rights for internal stakeholders and share 90-day shipment links with suppliers, distributors and customers
- 7 Planned arrival based on predictive ETAs
- 8 Document repository gives you instant access to long-term storage and IODs/PODs



By leveraging the latest in sensor and machine learning technology, orchestrating data at an unprecedented scale and providing actionable item-level insights becomes a reality.



Disposable smart labels—granular tracking made simple

This ultra-thin label developed by Chorus, a company from Alphabet's moonshot factory, revolutionises freight tracking. It is easily printable and can be attached to any pallet or parcel, delivering real-time insights on location and condition data for purchase orders, line items, or at stock keeping unit (SKU) level.

- Standard shipping label size
- Enabled by Bluetooth signals with a lean infrastructure setup
- Easy pairing in seconds
- Disposable in regular waste streams
- Battery life of up to six months
- Sensors detect real-time location and temperature



Unparalleled visibility—non-stop and on-demand

Max Visibility gives you the highest degree of transparency concerning the whereabouts and condition of your shipments. Arming yourself with this level of visibility ensures you and your customers can plan efficiently, avoid costly downtimes with reliable deliveries, and maintain product integrity in transit and storage. The solution couples Kuehne+Nagel's global logistics network with Chorus' advanced sensor technology and machine learning tools—handing you complete control over your shipments.

→ [Reach out today and discover how Max Visibility can give your shipments a voice.](#)

Beyond tracking— item-level visibility in action

Item-level monitoring with smart labels has the potential to transform how entire industries operate. Here are three examples of how leading companies in manufacturing and healthcare are already using it with outstanding results.

Improve inventory processes with granular visibility

A global industry leader provides high-value medical devices to a worldwide network of physician offices, surgical centres, and hospitals. Before using item-level tracking, they relied on a large safety stock to avoid shortages, leading to inefficiencies and waste.



24/7 location insights for each device, even when moving between facilities or while in use at a hospital



Saved costs by identifying inefficiencies



Reduced safety stock and lead times

Real-time visibility to improve cold chain management

A global leader in wholesale medical supplies and pharmaceutical distribution uses item-level monitoring to track the location and temperature of pharmaceutical products needing to be transported in refrigerated trucks.



Real-time alerts when goods are not within their prescribed parameters



End-to-end cold chain compliance and automatic reporting



Significantly reduced the risk of \$30m+ loss per truck

Protecting high-value goods with real-time threat detection

A consumer electronics company started using item-level tracking after noticing that boxes were often being “lost” somewhere between their manufacturing plant and their many distribution centres worldwide.



An easily scalable solution for tracking and monitoring high-value goods in transit



Automated, real-time alerts when a box stops moving or is opened unexpectedly



Easily locate missing goods

About Us

Kuehne+Nagel's road logistics team provides expert, tailorable services globally. Combining highly talented staff with innovative digital solutions ensures that clients benefit from haulage solutions that can withstand the challenges of the 21st century.

You can get more information about our services at
→ [kuehne-nagel.com](https://www.kuehne-nagel.com)