

TRAXENS

# LOGISTICS EXCELLENCE NOW JUST A TOUCH AWAY



CARING  
BEYOND SHIPPING

  
SHIPPING THE FUTURE



# ABOUT CMA CGM

CMA CGM, headed by Rodolphe Saadé, is a worldwide leading shipping and logistics group, offering turn key adapted solutions.

Employing over 110,000 staff members worldwide, the Group is present on all five continents through its 755 offices, in more than 160 countries, serving 420 ports with a fleet of 509 vessels.

Since its creation, CMA CGM's goal is to constantly reinvent shipping, by always looking for better solutions, while respecting the environment.

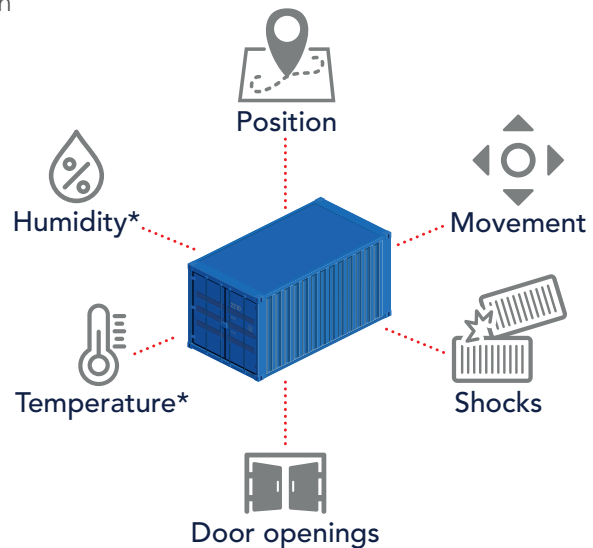


# WHAT IS TRAXENS?

CMA CGM is proud to introduce TRAXENS: a breakthrough technology now enabling end to end visibility and supply chain operational excellence in land and at sea.

TRAXENS is a permanent electronic high-tech device designed to generate near real-time data and notifications about movement and condition of your cargo at any given point in time, be it:

- Geographic position.
- Status in the shipping process.
- External and internal\* temperature variation.
- Humidity variation\*.
- Shocks.
- Door opening.



## HOW WILL TRAXENS TRANSFORM YOUR BUSINESS?

### DRIVE YOUR BUSINESS WITH NEAR REAL-TIME DATA

To make your logistics clearer and more efficient, near real-time data, accessible anywhere at any time provides you with full traceability.

Containers equipped with TRAXENS quickly notify you of any event to help you make the right decision, like initiating exception management and emergency sourcing plans if needed

### OPTIMIZE YOUR LOGISTICS WITH SUPPLY CHAIN ANALYTICS

Supply Chain Analytics offers a large volume of information to help you identify and implement concrete operational improvements:

- Achieve a higher cargo quality management with shocks tracking data.
- Set up a cargo security strategy by using the door opening notifications.
- Identify lead time and operate root cause analysis through an exhaustive report.
- Enhance inventory management.
- Determine door to door Key Performance Indicators per trade by analyzing average lead time and idles..

\* Humidity and internal temperature variations available soon





Moreover, data obtained with TRAXENS helps you to comply with processes, supplies decisive data for insurance procedures, allows cargo quality optimization, eases trade finance, enhances customs clearance practices as well as cargo security monitoring.

## WHY CHOOSE TRAXENS?

1. TRAXENS is a performing and fully integrated product using the latest technologies. It uses next generation connectivity for a seamless tracking of your cargo anywhere, anytime. A user-friendly hub allows efficient analytics, easy set-up of alerts and personalized notifications.
2. You can opt for a supply chain diagnostic before implementing TRAXENS and deploy it at your own pace.
3. Whatever the carrier, containers equipped with TRAXENS are fully integrated in our processes, making this technology a new shipping standard.
4. At time of booking, when requested, CMA CGM will supply the empty containers with TRAXENS technology.



# CARING BEYOND SHIPPING

CMA CGM Group's strategy rests on 'Shipping The Future', with the customer at the heart of this thinking.

Our philosophy is to make the customer's journey with us, beyond seamless. Our customer centric philosophy is guided by a powerful principle that we call 'Caring Beyond Shipping'.

This means we understand better our clients, listen to them more, anticipate their needs and improve their overall experience with us. We do so by delivering unmatched quality and value through consistent, innovative, rewarding and customized business growth solutions.



# ABOUT TRAXENS

TRAXENS was created in 2012 with the singular objective of bringing the benefits of the IOT (Internet of Things) and Big Data to logistics. From the very outset CMA CGM aimed to transform all containers into Smart Containers and built a breakthrough technology to make that possible. TRAXENS has partnered with CMA CGM to ensure that Smart Containers are available worldwide. In early 2018 TRAXENS brought onboard an experienced staff of almost 100 people from a wide-range of industries and nationalities.



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