Animal Transport 2.0 - the Digital Era

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My Experience in Animal Transportation
Systems that Power Air Cargo and Global Trade

Cargo Management Application Services
Supply Chain Integration Services
Regulatory Compliance Services
Community Marketplace Services
Cargo Insights Services

cargospot
cargoHUB
Logitude
ADJECTIVE

[postpositive]
Used to denote a superior or more advanced version of an original concept, product, service, etc.
AVIATION POWER THE WORLD TRADE
Light by volume, Heavy by value

By volume
0.5%

By value
34.6%

$6.8 trillion
Value of cargo handled
By air in 2016
World air cargo traffic will double over the next 20 years
In Practice

- OVER 80,000 flowers transported
- 100,000 planes take off
- 140,000 tonnes of cargo carried
- OVER 200 race horses transported
- 1.1 MILLION smartphones transported
- 898 MILLION letters sent
- 20 MILLION parcels sent
- 6,849 lives saved!
The Black Box in a World of Transparency
Some key Challenges

1. Groom & drivers cannot constantly monitor horses during the transport
2. Horses do not speak, but get injured and can spontaneously die a few days after arrival
3. Lack of trackability during the horse trip when action is taken
4. Owners/Insurance have no independent data verification of the state of the horse during transport
5. Live animal transportation is under pressure from associations of animal protection
How to help to raise the bar higher?
The Age of Continuous Connection

When you can interact with your customers 24/7, you need a new business model.
Hearth rate
Temperature
 Movements
Respiratory rate
Bluetooth
How it Works
Technical Solution

- **AID**: Aggregate data, monitor and display them to groom mobile device

  - **BLE Com.**

- **Avionic Sensor System**
  - GPS position
  - Flight phases
  - Turbulences
  - Setup & Actual temperatures
  - CO2
  - Humidity
  - Movements

- **Groom Mobile Terminal**
  - Watering
  - Medication
  - Time of the visits
  - Pictures
  - Comments

- **Arioneo Sensor**
  - Heart rate
  - Movements
  - Skin Humidity
  - Skin temperature
  - Stress level (computed)

- **ULD Sensor**
  - Temperature
  - Humidity
  - Noise
  - CO2
  - Vibrations
How a 2.0 Solution Solve the Problems

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- IoT sensor on the horse, connected to the groom and all stakeholders
- Realtime data will enable the groom to reduce the stress of the animal and improve the quality of service of time through analysis
- A feature enabling the groom to add notes and share them with the next attorney will drastically reduce the risk of accident
- Centralizing and consolidating the data (horse, environment, trucking, and aircraft) into a single platform will enable its sharing
- Collecting and quantifying data about horse transportation will provide true metrics
Partners
ADJECTIVE

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Improve Safety
Improve Performance
Improve Wellbeing
Ease the mission
Bring Transparency
Freight Forwarding Software Solutions

Shared Logistics, Anytime, Anywhere. Easy-to-use freight forwarding system at affordable price!
Thank you for your attention