



Eliminate Temperature Excursions From Your Pharma Shipments

WHY WAIT?

Without visibility to your pharma shipment's location and temperature, you are risking costly failures in your supply chain.

Optimize has helped eliminate the possibility for temperature excursions with TIVE's real-time tracking on all pharma shipments.

Quality Pharma Logistics With Optimize and TIVE

Optimize Courier believes clients should be offered solutions that are custom-built specifically for their needs, not a list of system-driven options. Combining personalized service, experienced personnel, and advanced tracking technology, Optimize creates a quality logistics experience and has set a new standard in the specialty courier industry.

Client Spotlight

A new pharmaceutical client approached Optimize to devise a solution to address costly losses within their supply chain. The client lost \$2.5 million dollars' worth of pharma the previous year, when their pharma was shipped at the wrong temperature.

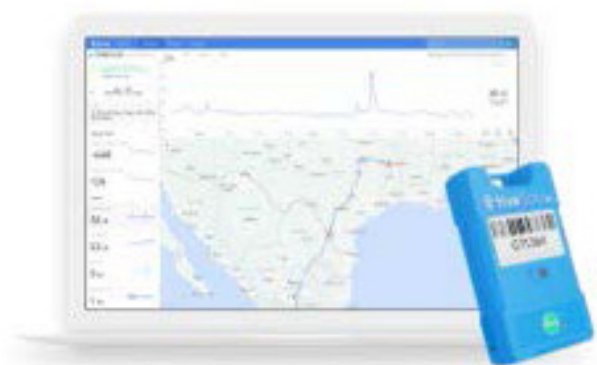
Pharma ships at various ranges, including ambient (+15-25C), refrigerated (+2-8C) or frozen (-20C). The losses happened when temperature excursions occurred in only 1% of their orders. To complicate matters, cargo insurance policies do not cover temperature excursions.

Reactive Problem

The temperature excursions were a result of unpredictable human errors, including improper preconditioning of packaging or mishandling of the pharma by the airline. The client was relying on traditional USB data loggers to record the temperature of their pharma. Temperature excursions were only discovered after a shipment had been delivered. Conventional USB data loggers cannot identify when an unpredictable event, such as a temperature excursion, may occur.

Solution

Optimize's solution to mitigate these temperature excursions, was to partner with TIVE and to incorporate their multi-sensor SOLO 5G device with each shipment. TIVE provides real-time visibility of the pharma's temperature and sends active notifications to Optimize when a pharma shipment is at risk of incurring a temperature excursion.



Proactive Pharma Logistics

TIVE helps Optimize actively monitor each temperature-controlled shipment, every step of the way. The TIVE device sends an alarm notification to the Optimize operations team, whenever a shipment is at risk of deviating from its required temperature range. Optimize uses that real-time notification, to immediately investigate if the packaging was preconditioned improperly or if the airline loaded the pharma into the wrong cooler. This advanced notification allows Optimize to take proactive measures to prevent any temperature excursions.

Optimize and TIVE Eliminates Temperature Excursions

The following real-life example took place with a \$500,000 USD pharma shipment. The pharma needed to stay within the ambient (+15-25C) temperature range and was shipping from Raleigh-Durham, NC to Memphis, TN. The planned routing was using a passenger airline and their temperature-controlled service, connecting in Charlotte, NC.

When the shipment arrived at Charlotte, NC, TIVE sent an alert notification to Optimize indicating that the temperature of the package had rapidly dropped down to +17C. Optimize contacted the airline and learned that the shipment was mistakenly put into a refrigerated cooler (+2-8C). The airline immediately removed the pharma shipment from the cooler and placed it into the proper ambient (+15-25C) conditions. Optimize arranged to recover the pharma in Charlotte, NC, with a temperature-controlled vehicle, to safely drive the pharma the rest of the way to Memphis, TN. This real-time notification prevented the company from losing \$500,000 USD worth of goods and saved the shipment.

