



Shipping | Photo source Julius Silver from Pixabay

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Platform uses satellite data and machine learning to add transparency to supply chain

## PLATFORM USES SATELLITE DATA AND MACHINE LEARNING TO ADD TRANSPARENCY TO SUPPLY CHAIN

 MOBILITY & TRANSPORT

### A new SaaS platform shows transport flows in real time

**Spotted:** Wakeo, a new B2B SaaS platform, provides real-time information on international transport flows. The platform uses satellite data, machine learning and advanced algorithms, in order to precisely track shipments. The platform is able to continually update and adjust arrival times and can be interconnected with existing IT solutions. Alerts are then sent to operational teams, to help them to anticipate arrival times.

The system is designed to help primarily industrial and retail shippers and freight forwarders optimise their supply chains. Up to now, data available to shippers has been fragmented. This makes it hard for shippers to anticipate and plan for delays. Wakeo's automated platform adds transparency and allows businesses to better manage just-in-time supply chains.

Wakeo is already being used by companies such as [Air Liquide](#), and [Faurecia](#). However, it is not the only company focused on using machine learning to improve B2B shipping. The ports of [Rotterdam](#) and [Los Angeles](#) have recently developed their own dynamic mapping and tracking systems to provide real-time data on transport logistics.

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Email: [hello@wakeo.co](mailto:hello@wakeo.co)

Website: [www.wakeo.co](http://www.wakeo.co)

## **Takeaway:**

Just-in-time logistics has revolutionised the shipping industry, but it has also left businesses open to costly delays. If goods do not arrive as anticipated, it is sometimes necessary to shut down assembly lines and factories. IoT technology and machine learning platform's like Wakeo's make it possible to track goods across multiple modes of transport as they move through the delivery system. By allowing delivery times to be pinpointed more exactly, Wakeo is making transport and logistics more predictable. This could reduce losses to businesses that rely on goods to arrive in a precisely-timed manner.