gaia™
Case Study

How a Leading Dairy uses Smart Feedback to Monitor & Assure Cold Chain at Third Party Distribution Sites

SmartFeedback™

Customer
- Largest national dairy and dairy products company in India

Challenge
- Assuring food quality and safety from factory to table
- Managing third party distribution chain partners

Solution
- Integrated real time monitoring of temperature and ambient parameters
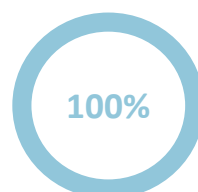- Get visibility into the last mile operations

Benefits
- Provide visibility
- Assure product safety
- Improve operations
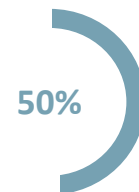- Respond to customer complaints on quality

CHALLENGE

Dairy companies need to ensure that products are moved and stored through a secure, unbroken cold chain to assure food quality, reduce wastage, and eliminate end consumer complaints over spoiled products. Regulation increasingly demands a tighter control of the cold chain, at all times from production to consumption. However, monitoring the performance and processes at distributed third party warehouses is a difficult logistical challenge.

BENEFITS

Dairy firm has deployed Smart Feedback solution with temperature and door lock sensors at Wet Freeze and Deep Freese warehouses in 80+ cities across 23 states. Real Time information allows the Dairy firm to monitor warehouse performance at a national level. Alerts on breaches enables local warehouse managers to respond and national Quality Managers to monitor and manage the distribution chain. In case of a customer complaint, Quality Assurance teams can track the movement of specific lots to assess whether the cold chain was maintained.

100% Improvement In Operations Visibility

50% Increase in data driven response to QA complaints

Ensure food safety from factory to table

SmartFeedback provides site intelligence in distribution chain

Unified Operations Views

Single screen view of national scale operations. Drill down by KPI, city, or location. View real time and historical status on common cloud dashboard.

Intuitive Reports & Alerts

Historical reports allow Quality officers to maintain cold chain. Real time SMS/ Email alerts enable Quality and warehouse teams to restore service breaches faster.

Monitor 3rd Party Distributors

Monitor warehouse performance based on specific location and parameter based rules. Ensure service levels and penalize at-fault behavior.

Assure QA Governance

Assure cold chain performance, as mandated by regulatory authorities. Improve quality delivery through the chain.

Unified Experience Management for multiple sites and multiple clients

- Site Monitoring
    - SmartFeedback IOT devices
    - Temperature and Door Lock sensors
    - Wet Freeze and Deep Freeze cold warehouses
    - Real time parameter monitoring
    - SLA Management
- Role and Access Based Views
    - Operational Views
    - Management Views
- Site Analytics
    - Real Time and Time Series data
    - Compare sites
    - Monitor breaches and alerts
- Closed Loop Workflow
    - Alerts management

23 States Covered	**80** Cities, Warehouses	**2** Parameters Temp, Door Lock	**~150 M** Data points Received	**689937** Breach Alerts Raised

Increased Visibility

Improved QA Metrics

Improved Ops SLA

Improved Response to Complaints

National View: View performance across all sites; assure QA and food chain safety nationally.

Site View: View site performance; Get real time alerts on breaches to multiple site supervisors; Enable faster response to restore site conditions.

Historical View: Track historical site performance and QA metrics trail for specific SKUs and locations on event of consumer complaints.