Wipro Smart-Track

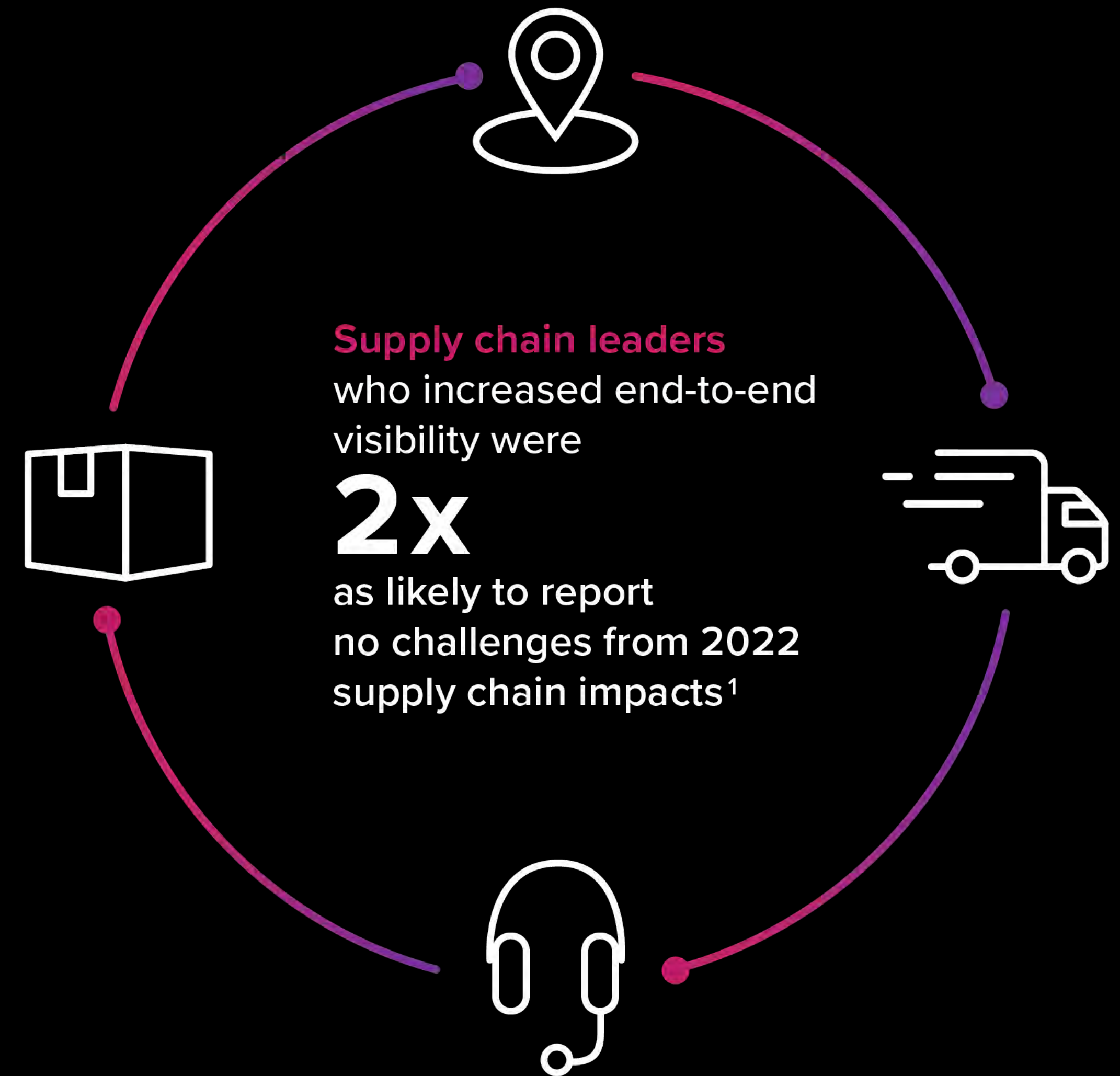Real-time supply chain visibility

Get started

Overview

The retail reality

With a strained global supply chain, industry leaders are under pressure to protect the quality and integrity of their products—with their brand reputation and revenue on the line.

Introducing Smart-Track >

Supply chain leaders who increased end-to-end visibility were

2x

as likely to report no challenges from 2022 supply chain impacts[1]

[1] Knut Alicke and others, "Taking the Pulse of Shifting Supply Chains," McKinsey & Company, August 26, 2022.

Smart-Track, built on the Microsoft Cloud, enables high visibility during end-to-end transportation, transforming supply chain security and reducing cold chain waste.

Here's how it can help ›

What challenge can Smart-Track help you solve?

Lost revenue due to product waste and damage during transit

Help the head of supply chain proactively identify and resolve issues.

Learn more >

Negative customer experience due to damaged or delayed products

Empower the head of brand protection with real-time monitoring to proactively address supply chain issues.

Learn more >

Meet Aiko
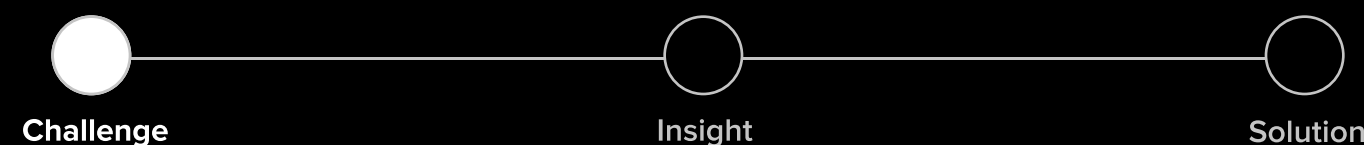
Head of Supply Chain

Lost revenue due to product waste and damage during transit

Aiko works for a global retailer and is under pressure to improve efficiency and logistics in order to reduce lost revenue from product waste.
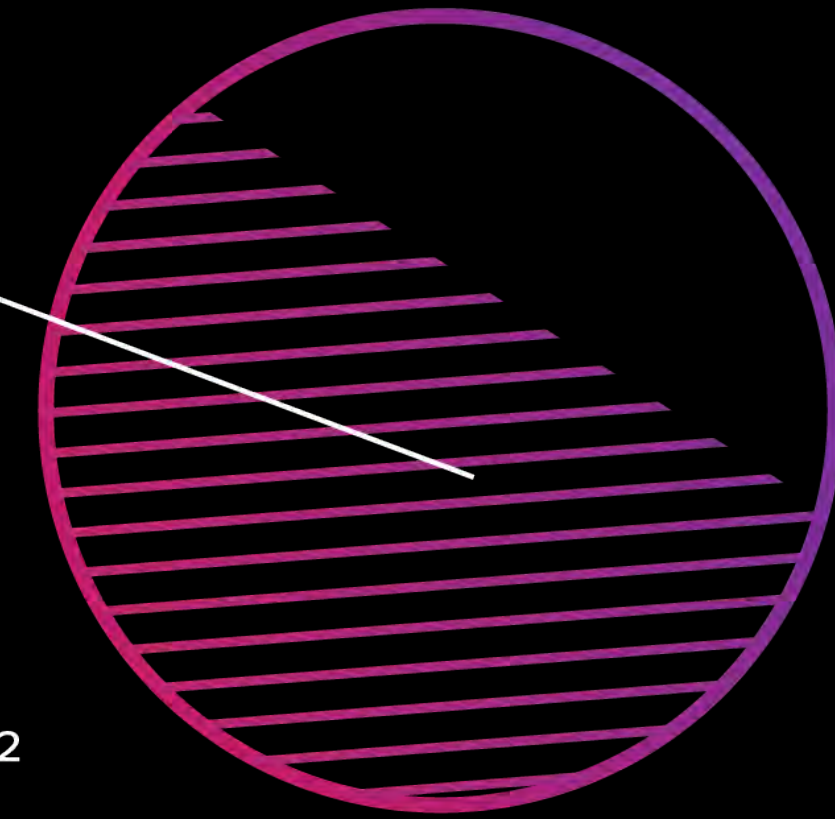
What's the insight? ❯

Challenge — Insight — Solution

Insight

End-to-end supply chain visibility is key to protecting products in transit

See the solution ›

Roughly
1/3
of the food produced globally for human consumption every year is lost or wasted[2]

60%
of chief supply chain officers are expected to make faster, more accurate, and consistent decisions in real time[3]

[2] Food and Agriculture Organization of the United Nations, *Food Wastage Footprint: Impacts on Natural Resources* (page 7), 2013.
[3] Gartner, "Reinventing Supply Chain for the Future," 2023.

Solution

Smart-Track helps improve consumer safety

Thanks to Smart-Track's IoT sensors, Aiko's team now has high visibility during end-to-end transportation. This means transforming supply chain security and reducing cold chain waste thanks to temperature monitoring capabilities. It also enables faster decision making, reducing the risk of product damage in transit.

See another use case

Challenge   Insight   **Solution**
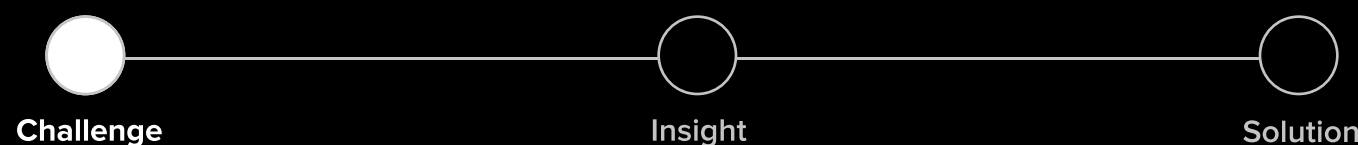
Challenge

Negative customer experiences from damaged products affects brand perception

Erik has seen an impact on brand perception due to supply chain issues. If they aren't resolved, his company could see decreased sales, since customers have growing expectations for brands and their supply chains, and their competitors are raising the bar every day.

Meet Erik

Head of Brand Protection

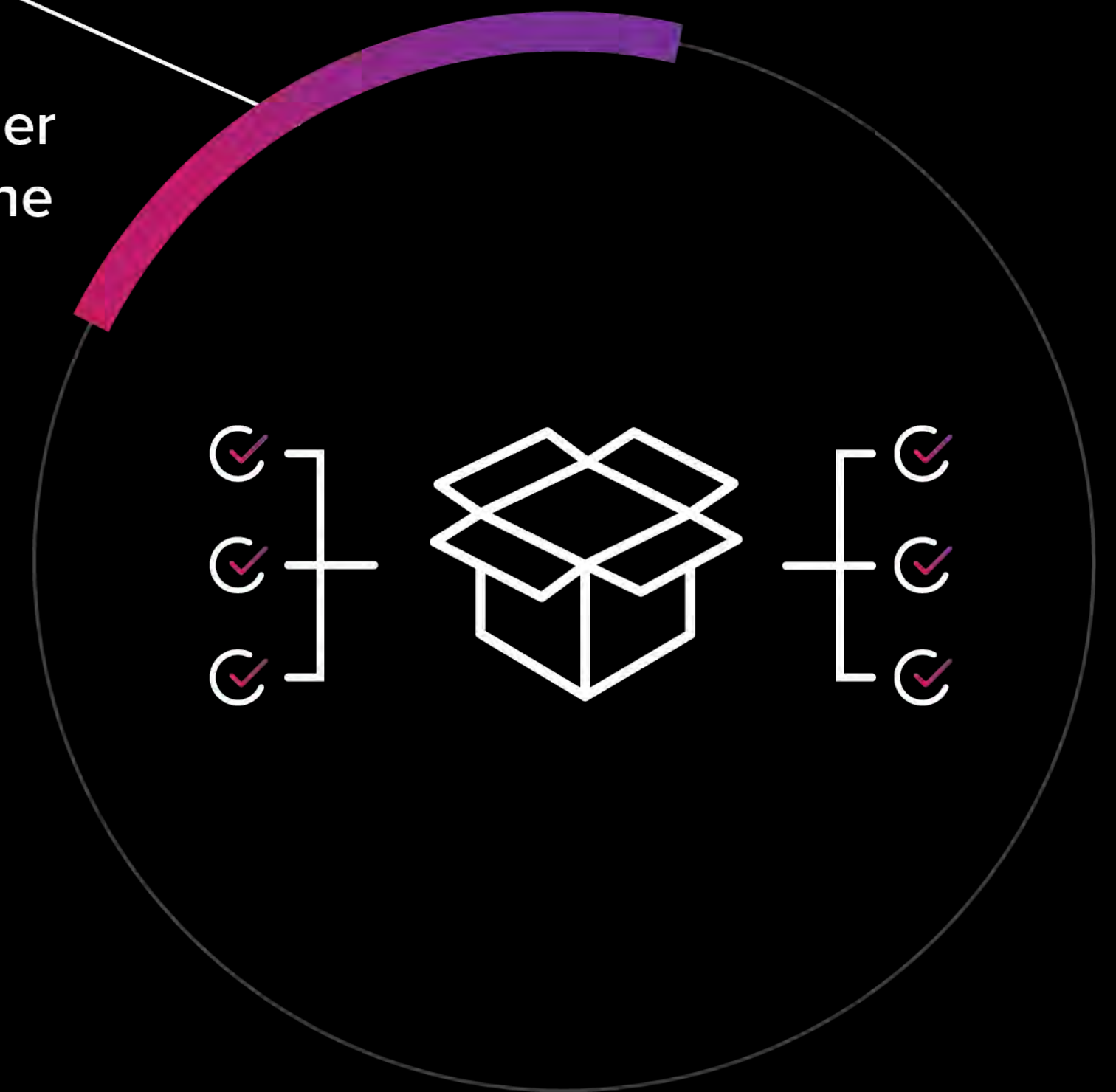What's the insight? >

Challenge ⦿ ─── Insight ○ ─── Solution ○

Visibility into end-to-end transportation transforms supply chain security

In the consumer products and retail sector, only

21%
of respondents
have sufficient multi-tier transparency across the supply chain[1]

See the solution >

Smart-Track helps retailers protect product quality

With Smart-Track, Erik's company can ensure product quality and reduce damage due to improper packaging, storage, shipping, or tampering. With real-time transportation monitoring, they can mitigate issues in transit, improving the customer experience and ensuring product quality and integrity.

See another use case

Challenge   Insight   Solution