

WebNMS

Designed To Transform Operations

IoT To Reshape The Logistics Industry

The Logistics Industry has been undergoing a lot of changes, and rapidly. Most of these changes are driven by technology and with the advent of IoT, things are moving faster than anticipated. While the people in operations are finding a tough time catching up with the changes, the people designing the back-end operations too are facing challenges.

The following is an interview with Karen Ravindranath (Director, WebNMS – The IoT Division of Zoho), where she talks about the changing scenario in the logistics space and the offerings of WebNMS - to ease things.



Please elaborate on the growth journey of WebNMS and its products/solutions. (Concentrating on logistics)

WebNMS started out as a network management software product and was one of the preliminary products from the house of Zoho. Eventually, the brand grew into IoT software platform provider and more recently broadened its portfolio with a comprehensive fleet and logistics solution for companies to drive insight driven and unified fleet and logistics operations.

After adding the fleet and logistics features and tools into the WebNMS suite of products and platform capabilities, WebNMS is now one of the very few IoT platform providers offering various capabilities like asset management, energy management, industrial IoT and fleet management all built into a single suite of low code/no code platform.

How can WebNMS help logistics companies in improving their operations and efficiency?

Logistics companies deal with so many aspects of operations other than handling fleet and consignment on the move. The effectiveness of operations relies on how the operations are carried out through various stages of the logistics business. WebNMS fleet and logistics solution can transform the way operations are carried out from 'manual and paper work' driven to 'digital and data driven'. When there is data all through

the various stages of operations and constant monitoring, the chances of maximum efficiency get improved multi folds.

WebNMS Fleet and logistics solution can penetrate the diverse process silos involved like fleet movement, fleet health management, process management, compliance tracking, status tracking, preventive maintenance as well as remote monitoring and management and centralize data on a unified platform. This will help drive better and informed operations for teams, improve co-ordination between various departments involved since there is enough data to track processes, handle customer SLAs without any man made errors and create insight driven business operations for the owners.

Right from tracking the vehicles to tracking the performance of each job assigned, WebNMS solution can keep track of data, proactively intimate deviance, manage asset health (the vehicles in this case) and also project enough periodic data to revisit operations process and make amends wherever required. This can help reduce manpower and Opexcosts and improve efficiency.

Throw light on few defining trends shaping up the logistics industry especially technologically.

IoT is a major trend shaping up the logistics industry. So far the operations were in silos and



fleet management was predominantly device driven. With the advent of cloud technology and reliance shifting from device to software, the fleet industry can now literally be managed 'on the Cloud' from any part of the world.

IoT has given the advantage of not only tracking vehicles but also managing staff and processes, additionally. Digitization of assets, processes and people, connecting them using the internet and using data to run the business has been made possible through IoT technology in the industry. So the major trend shaping up fleet and logistics business is the shift from device dependency on tracking to software and digital monitoring. And comprehensive enterprise management by including fleet and logistics data with other relevant enterprise applications.

Kindly elaborate on the role of fleet telematics for Supply Chain efficiency

Supply chain is crucial to the existence of any business, especially those that involve physical products. For industries such as food, retail, FMCG etc. it is essential to deliver consignment at the right time and in good condition. Improving the efficiency of supply chain is one of the major reasons for deploying IoT.

Using IoT customers can track and trace consignment real-time, monitor condition of goods on the move, enable temperature and environment monitoring for the storage containers on the move, help manufacturers stay aware of the raw materials on the move among other examples. IoT applications can be a major booster in contingency planning as well for the supply chain.

Post COVID which are some of the industries which might create major demand for fleet telematics systems and why

According to one of our findings, the following industries are likely to

adopt IoT driven fleet telematics in the near future - Retail, Food and Beverage, Education, Construction, Oil&Gas, Government organizations, Utilities and Healthcare. In order to run efficient business these industries need a technology to track the goods in transit, know the status and also see that back end operations are running efficiently along with a backup plan in case of some failure. IoT solutions can identify discrepancies and help with harmonious operations.

What is your roadmap for 2021? Does COVID push the case for IoT in logistics and has there been increased queries in the last few months?

COVID - 19 has created a new lifestyle and work style across the globe. The whole idea of having things connected and helping businesses realize value out of data has gained larger impetus now, post COVID.

WebNMS has a strong portfolio of remote asset management and logistics and fleet management that can be managed and automated from remote locations. We are now strengthening this aspect of the product with additional features to support remote operations. Visual boards to unify data and permit teams operating at various levels, right from ground staff and supervision staff to board of directors have been enhanced. Web and mobile applications to support remote monitoring and automation, assign tasks and track maintenance and operations is a major attraction of the IoT powered logistics and fleet management software.

