

The logo for ORBCOMM, featuring the company name in a bold, white, sans-serif font with a registered trademark symbol. The letter 'O' contains a stylized satellite or antenna icon. The logo is set against a red rectangular background.

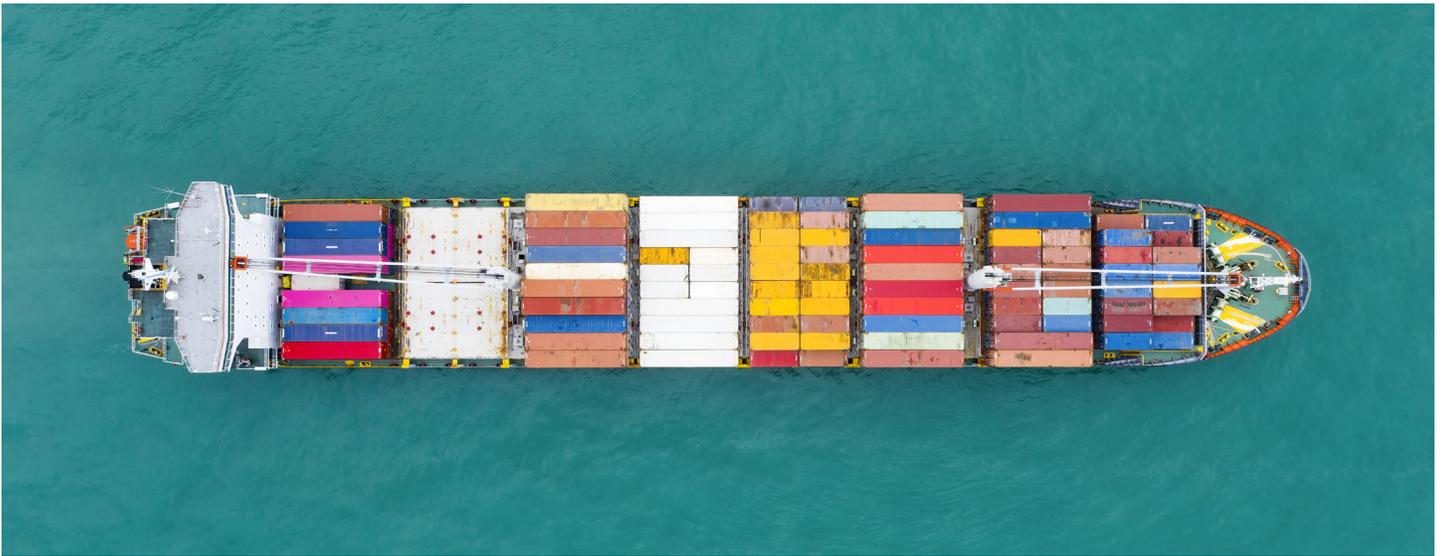
ORBCOMM®

CONNECTING THE
WORLD'S ASSETS

CASE STUDY

Supply chain visibility provider Grydd partners with ORBCOMM for global AIS vessel location data.

With up to 90 per cent of world trade moving by sea, supply chain visibility provider Grydd recognized the importance of accurate vessel location to help shippers and forwarders get a handle on the whereabouts of their cargo moving across the deep oceans as well as near shore and in ports. The company turned to ORBCOMM as the leading global provider of maritime AIS data for independent, trusted, near real-time visibility into ship movements.



The challenge: Real-time visibility into the location and status of shipments as they move across land, sea and air has long been sought after by logistics professionals tasked with coordinating cargo operations for international supply chains.

While there is a huge amount of information accompanying every physical freight movement, it is frequently after the fact, fragmented, buried in multiple data silos and not always reliable. Data input is often manual, and lots of it lives on paper or in the most basic of IT systems. This makes the process of booking and managing shipments and overseeing trade logistics cumbersome and time consuming. And it provides scant support for proactive supply chain oversight and trouble shooting.

In recent years, a new generation of innovators has emerged to challenge the status quo, democratizing and digitizing data across supply chain, logistics, shipping and freight transport. That process is accelerating in the wake of the global COVID-19 pandemic, which has demonstrated the vital need for trusted digital tools to keep trade flowing across borders, mitigate supply chain disruption and enable remote working. Today, those digital tools include both Internet of Things (IoT) telematics and sensors fixed to all kinds of cargo transport assets, along with maritime Automatic Identification System (AIS) technology as the primary tool for tracking the location of ships out at sea, near shore and in port.

Some of the new digital players are setting out to entirely disrupt business as usual with new digital marketplaces and technologies. Others are on a quieter quest in the 'back room' to connect the data dots of international trade logistics, giving shippers and forwarders the integrated, actionable, real-time supply chain visibility they have so long desired.

One such is Grydd.

Founded in 2019 by a group of executives with experience in import/export, sourcing, inventory management, trade logistics and finance, business intelligence, data processes and analytics, Grydd's mission is "to enable human talent and relationships in the supply chain through technology," says company founder Daniel Acosta.

"Basic questions—like where's my cargo, how is it doing, when will it arrive and do I need to take steps now to mitigate shipment problems—have proved remarkably difficult to address in a coherent and consistent way. Over the years, the challenges have only mounted as cross-border supply chains become more complex and longer," says Acosta.

Having witnessed first-hand the frustrations caused by fragmented, unreliable and missing data, the Grydd team wanted to give logistics and supply chain professionals better digital tools to nurture their business relationships and networks, manage transactions and monitor the status and location of their imports and exports from origin to destination.

The Solution

Grydd's SaaS platform, in the first phase of operation as of May 2020, has been designed as a complete digital ecosystem to support the full shipment cycle from booking to delivery, with visibility into land, air and sea moves. Powered by Microsoft tools, the platform combines



shipment quoting, tracking, inventory management, supplier collaboration, predictive analytics and business intelligence. Shippers and forwarders get a digital bird's eye view of their operations with control towers and simple dashboards that allow them to see the data they need—everything from big picture metrics to inform high-level strategic planning through to the granular details needed for daily operations.

Of course, a digital supply chain venture like this needs to draw on reliable data sources and partners: "No one can do this on their own, it's just too big!" says Acosta. Grydd turned to ORBCOMM's maritime AIS team for automated, trusted intelligence on global vessel location and movement that it could plug into its platform. Having pioneered satellite AIS, ORBCOMM is today the world's largest single provider of vessel visibility, processing tens of millions of messages daily from hundreds of thousands of ships scattered across the planet.

"A huge percentage of international trade moves by sea. For shippers, understanding the reality of vessel schedules is always an issue, particularly in the container trades that are so vital for so many supply chains. Shippers were telling us that they don't always get the advance notification they need if there are delays or diversions, and we were looking for a way to address this and give them some independent insight," says Acosta. "This issue has become more acute in recent months due to the pandemic. It caused a huge dislocation of normal shipping patterns. And that's aside from the perennial challenges of ocean freight, not least weather conditions that can cause severe disruption for vessels."

Tapping into ORBCOMM's extensive maritime AIS satellite and terrestrial networks, Grydd can now provide cargo owners with a live view of ship location and status at port and at sea. "This gave us a hard tool to track real data in near real time," says Acosta.

Contact us today at sales@orbcomm.com or 1-800-ORBCOMM to see how our solutions portfolio can enhance the way you do business, or visit us at www.orbcomm.com for more information.

About ORBCOMM

ORBCOMM is a global leader and innovator in the industrial Internet of Things, providing solutions that connect businesses to their assets to deliver increased visibility and operational efficiency. The company offers a broad set of asset monitoring and control solutions, including seamless satellite and cellular connectivity, unique hardware and powerful applications, all backed by end-to-end customer support, from installation to deployment to customer care. ORBCOMM has a diverse customer base including premier OEMs, solutions customers and channel partners spanning transportation, supply chain, warehousing and inventory, heavy equipment, maritime, natural resources, and government. For more information, visit www.orbcomm.com.

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In addition to ORBCOMM's maritime AIS vessel tracking technology, the Grydd platform is partnered with INTTRA's Ocean Trade Platform and an aviation tracking system provider. Further data hook-ups will be enabled in the future.

The Future

"With this new platform, our mission is to help supply chain people and processes function more effectively," says Acosta.

"We're helping our clients make better decisions by giving them access to all the pieces of the physical supply chain puzzle and facilitating their business networks and processes. Our focus is firmly on connectivity and collaboration to reduce friction and waste."

"One of our goals is to better support the why and how of supply chain interactions across sea and land borders," says Acosta. That's why Grydd is also looking at ORBCOMM's full set of IoT track, trace and control solutions that connect other parts of the supply chain, including trucks, trailers, containers and other intermodal equipment.

"This will expand our reach still further and we have already enabled this inside our platform," says Acosta.

"We are all about transparency that brings benefits to all the players," adds Acosta. In the eye of the COVID-19 pandemic, Grydd has also offered its supply chain support tools for free at www.grydd.org