

ANNOUNCING AN INDUSTRY FIRST FOR TRACK & TRACE



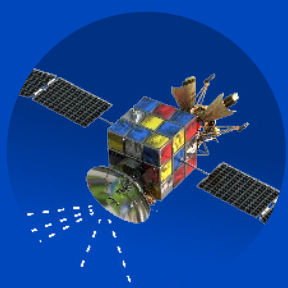
Confirming its status among Europe's leading logistics providers, P&O Ferrymasters has found a groundbreaking solution for one of the supply chain's major challenges... keeping track of a load's position when in transit with a sub-contractor partner.



Easily track
P&O Ferrymaster cargo...



...and shipments
by sub-contractors



View everything in
real time with our TMS

Track & Trace is a vital aid to on-time delivery. As such, it has long been embraced as an industry standard for own-asset fleets – and we operate one of the largest in Europe. So what's new? Well now we have launched something that is truly unique...by connecting our Transport Management System (TMS) to our partner hauliers throughout Europe. This gives us the industry's first across-the-business full visibility logistics tracking system!

Previously, keeping track of loads being moved by partner carriers has typically been a costly and time-consuming task involving different IT systems and constant phone calls to verify truck progress and position. Now, through real time data connections with our carriers' telematics/onboard computer systems, P&O Ferrymasters can monitor partner vehicles in just the same way as own-fleet movements – providing automated tracking updates every 15 minutes against a map view.

By integrating all telematics data streams into our TMS in real time and into one stream, operational efficiencies have been simplified and enhanced at a single stroke – and that, of course, is good news for all our customers. Furthermore, this visibility is available to you via our web-based customer portal, where you can login at any time to check the position of your load. Optimising customer confidence and communication has always been our top priority - and with this system, you can now take instant comfort that your consignment is in safe hands not just with own-assets moves but with ALL our haulage partners.

Any queries? Email us on trackandtrace@pofm.com and we'll keep you on track with all you need to know...