

A Mobitex Success Story

Transport & Delivery

Tracking packages in the US

Imagine a world that allows people to track and trace a package on the Internet. Imagine a world where the transport companies can drive less while providing more service and increasing dispatcher and driver productivity. Imagine a world where precise, accurate information on pick-ups, deliveries, customer requirements stock levels, and driver status can be provided instantly. Imagine a world where these systems are supported with GPS mapping systems and integrated with ERP and CRM systems.

These are all examples of wireless solutions that are running on Mobitex today. Many companies have already implemented wireless communication in their business with impressive results. When will your business join and shape the new wireless world?

The challenge

FedEx Ground is North America's second-largest ground carrier for business-to-business small-package deliveries and an operating unit of FedEx Corporation. Until recently FedEx Ground depended on a

The system provides the most detailed tracking information in the ground shipping market

wireless network consisting of multiple carriers across the country to keep package information collected at delivery. Unfortunately, this multiple-carrier network had its limitations. Customers wanted more frequent up to the minute package-tracking updates. In addition, the company wanted to find a viable and cost-effective method for establishing two-way communications. Increased customer demand for FedEx Ground services became evident during the peak-



shipping season when FedEx Ground, for the first time, surpassed the 2 million packages a day mark. Prior to this solution, FedEx Ground was limited to the number of transmissions they could make per day. They could collect information and hold it until there was enough to warrant the cost of transmission.

The solution

To increase the visibility through more detailed tracking and faster delivery confirmation, the drivers who comprise the pick-up-and-delivery fleet were equipped with new state-of-the-art scanners and new in-vehicle computers.

On average, FedEx Ground packages are scanned at least a dozen times from pickup to delivery. At pickup, each package's shipping label bar code is immediately scanned to record the pickup time, destination and delivery commitment.

Bar codes are scanned again at every key step of the shipping process, allowing customers to follow the status of their shipments throughout the journey. Delivery data captured by the handheld scanners used by delivery contractors is transferred to the



FedEx Ground mainframe as soon as the scanner is placed in a cradle in the delivery van. The customers can access the information about their deliveries by making a toll-free call or accessing the FedEx Internet site.

This Internet portal can even be accessed wirelessly via any web-enabled wireless device, including PDAs, RIM handhelds, WAP phones, and Pocket PCs. FedEx can now provide near real time updates to online tracking data and same day signature proofs of delivery.

The benefits

- **Enhanced customer service** – FedEx Ground increased customer satisfaction and improved its communication system.
- **The most detailed tracking information in the ground shipping market** – all data collected at delivery is now transmitted wirelessly to the company's web site.
- **More cost effective** – compared with the multiple carrier system used before.
- **Faster delivery confirmation** – including free same-day signature proof of delivery (P.O.D) on the Internet.
- **An 11 % year-over-year increase in average daily packages** – as a result of increased efficiency, reported for the most recent quarter.
- **An affordable system that is always 'on'** – allowing for constant transmission of data.

Why Mobitex?

This solution is much quicker and more cost-effective

compared to the multiple-carrier system the company used prior to this solitary Cingular Wireless Mobitex network which provides extensive and seamless coverage throughout the US, covering about 93 % of the business population.

50 percent of the end-user companies investing in vertical applications running on Cingular Wireless Mobitex network reports payback times of 12 months or less.

The Mobitex network, which is a data-only network, provides high-reliability (99.9%), low latency, industry-leading battery saving protocols (three weeks on a standard AA battery) and other key features. Mobitex is also very frequency efficient, meaning that the operator can offer competitive pricing.

The Mobitex roaming feature, which allows the radio modem to automatically choose the most appropriate channel and base station in the area, ensures that maximum signal strength is always optimized. In addition, error checking and recovery algorithms used in the Mobitex network ensure that there is no data corruption.

The customers get what they need to succeed in the new economy – timely and accurate information

Facts about Mobitex

Mobitex from Ericsson is an open and international standard for wireless packet-data communications. With more than 30 networks in operation on six continents, Mobitex is the most widespread dedicated wireless data technology in the world.

Based on state-of-the-art packet switching and routing technology from Ericsson, Mobitex offers the most reliable and robust wireless data technology available today, delivering industry-leading performance in terms of capacity, connectivity and cost-efficiency.

Over the past three years, the number of Mobitex subscribers around the world has grown sevenfold, and the number of Mobitex networks have increased by ten. Today there are more than hundreds of applications available to meet every customer need.

This success story is intended to provide inspiration and to give you an idea of how innovative services and solutions are enabled by Mobitex.