



**GPX**

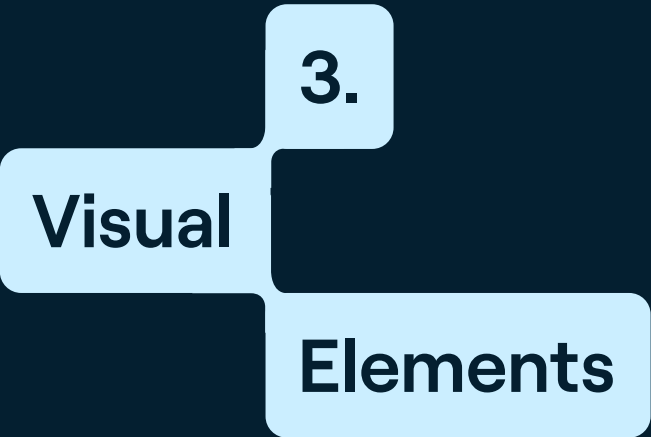
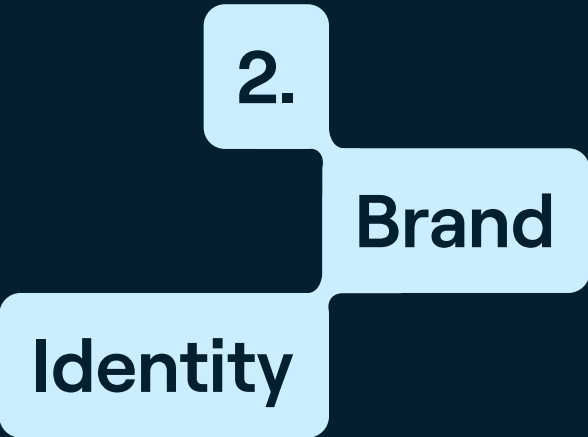
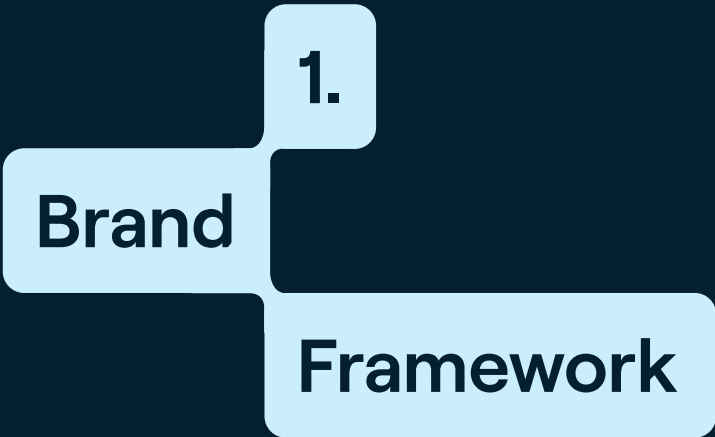
# Brand Guidelines

Prepared by Craft and Root

2023



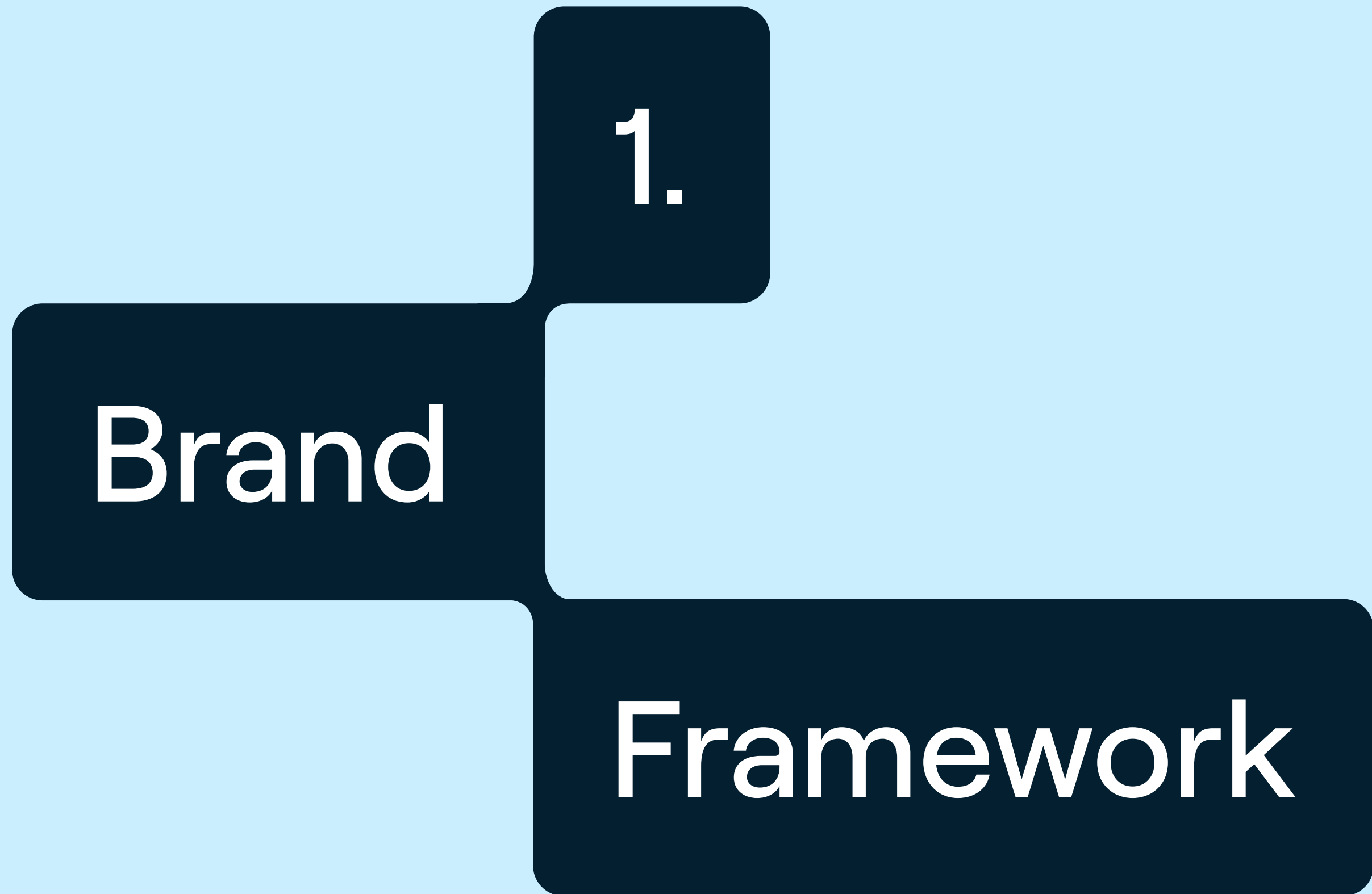
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## Brand Mission

Our mission is to provide peace of mind through precise location data. We offer actionable intelligence to improve business efficiency. We help businesses track what matters most.



## Brand Promise

Peace of Mind: What matters most to you, matters most to us. Wherever it goes, you'll always know.

From OEM's to Ag,  
Rentals to Real-Time Logistics,  
**we've got you covered.**



Location intelligence  
moving businesses forward.

## Brand Definition

What does our name and logo stand for?

GPX is a play on **Global Positioning eXchange** (XML Schema).

- Represents the **GPX Triangulation**.
- A triangle is the strongest shape in engineering and represents the way we're engineered, too: strong.

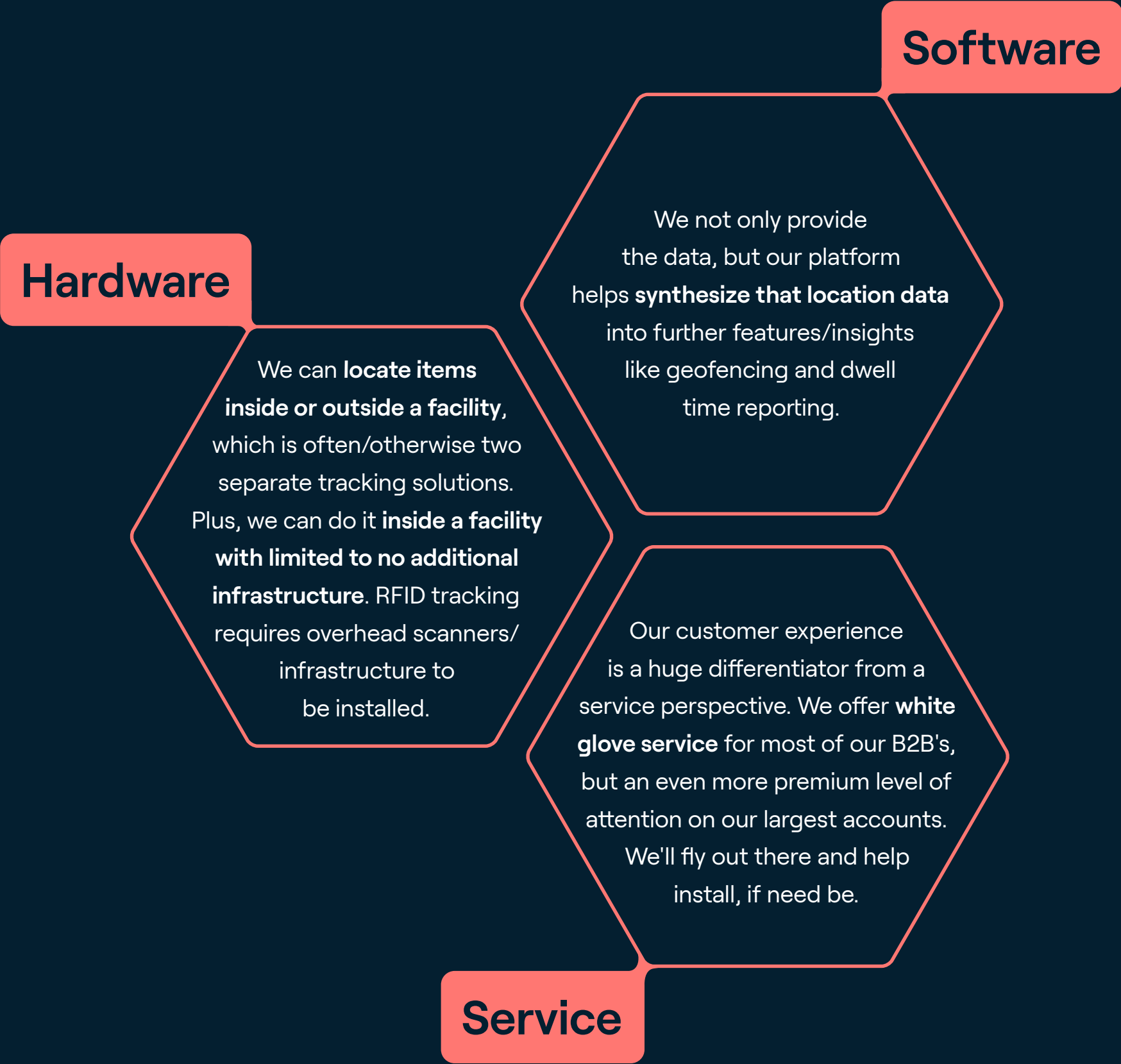


- Represents the unknown, which **we make known**.
- Location! X marks the spot where you can find **supply chain gold**.

**GPX**



Our Unique Approach



## Brand Archetypes

## The Hero

The Hero is society's savior and redeemer. Characterized by courage, self-sacrifice, and achievement, the Hero seeks personal **transformation** in its quest to **triumph over adversity**.

- **Desire:** Mastery
- **Goal:** To improve the world
- **Strengths:** Courage, honor, strength, confidence, inspiration
- **Weaknesses:** Arrogance, aloofness, delusions of grandeur
- **Examples:** Nike, US Army

## The Sage

The keeper of wisdom and intelligence, the Sage is the archetype **people turn to for counsel and advice**. The Sage **seeks truth and clarity** through diligent research and rational thought.

- **Desire:** Understanding
- **Goal:** To understand the world
- **Strengths:** Knowledge, wisdom, intelligence, thoughtfulness
- **Weaknesses:** Dogmatism, righteousness, arrogance, inertia
- **Examples:** The Smithsonian

## The Creator

The Creator is passionate about **imagination** and self-expression. A **champion of design and aesthetics**, this archetype addresses societal needs for imagination and innovation.

- **Desire:** Innovation
- **Goal:** To turn ideas into reality
- **Strengths:** Creativity, imagination, inventiveness, entrepreneurship, non-conformity
- **Weaknesses:** Perfectionism, impracticality
- **Examples:** Apple, Adobe, LEGO, Pinterest

## The Magician

Dynamic, **charismatic**, and clever, the Magician leverages its understanding of the hidden workings of the universe to **turn dreams into reality**. The Magician is a deep thinker and **trusted advisor**.

- **Desire:** Power
- **Goal:** To turn dreams into reality
- **Strengths:** Vision, charisma, imagination, idealism
- **Weaknesses:** Risk-taking, manipulation, trickery
- **Examples:** Disney, Oculus, Virgin

## Brand Essence

What does the brand/product do for clients?

- Empowered to Fix Problems
- End-to-End Visibility
- Efficiency at Scale
- Locate Things
- Future-Proof
- Instill Confidence

How do we want clients to describe our brand?

- eXpert
- Helpful
- Advanced Analytics
- Customer-Centric
- Trusted Partner
- Easy to Integrate
- Reliable
- Makes My Job Easy



## Brand Essence

How do we want the brand/  
product to make our clients look?

- In Control
- Powerful
- Forward-Looking
- Successful
- Confident
- Trustworthy
- Knowledgeable
- Educated Risk Takers

How do we want our brand to  
make clients feel?

- Confident
- Engaged
- Secure
- Peace-of-Mind
- Valued
- In Control
- Loyal
- Leveled-Up
- Delighted
- Focused

## Brand Position

GPX Intelligence offers supply chain and construction professionals a solution to navigate the complex world of asset and inventory management. By transforming the opaque into the visible, we offer actionable location insights that give users more time to focus on their top priorities.

## Brand Position

Our clients benefit from the peace of mind that comes from knowing the location of their items, both inside and outside of facilities.

We make our customers feel:

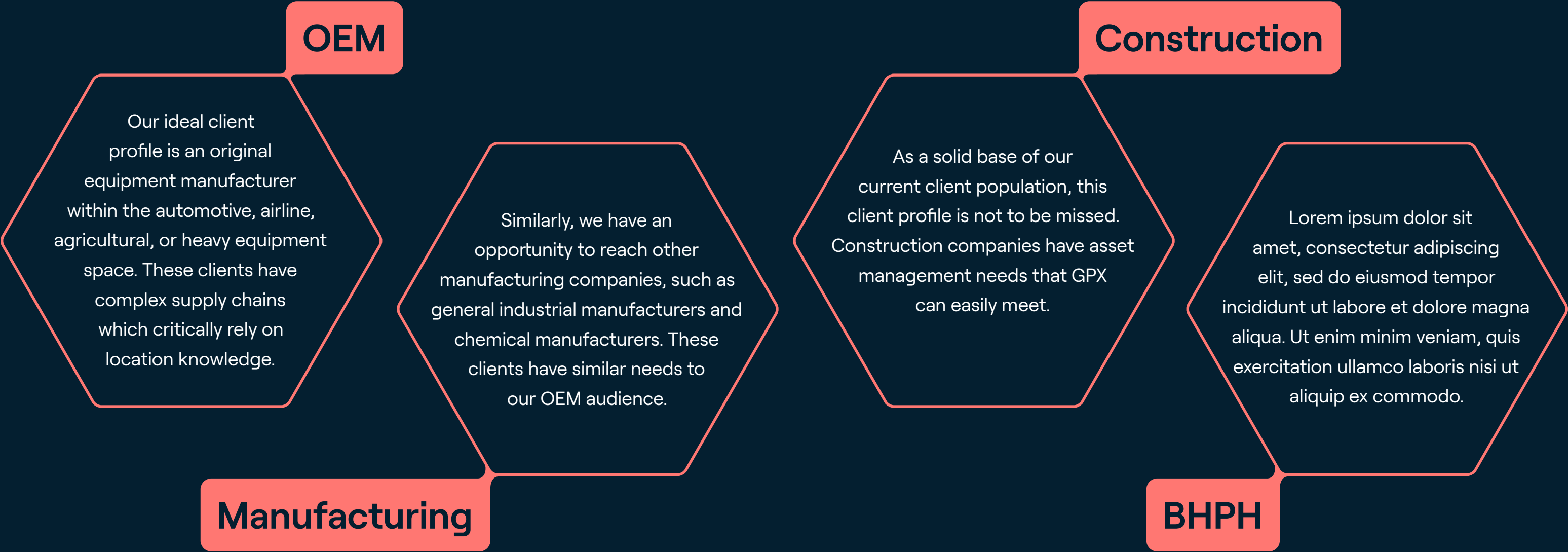
- **Confident**
- **Secure**
- **Valued in Their Organization**  
(because they have the data to show hard they're working).
- **In-Control**
- **Peace of Mind**  
(knowing they can quickly see what's where and for how long).

- **"Leveled-up" and Modernized**  
(compared to where they'd been – many are manually tracking in/out of the warehouses).
- **Delighted**
- **Able to Focus**  
(on priorities other than tracking something down/figuring out if a thing got to where it was going).



Brand Audience

The industries we serve, and the people within them:



## Brand Audience

We operate in service of the warehouse manager, the packaging engineers, the operations, and the fulfillment teams. They are the superheros of the supply chain. They keep this country (and other countries) moving.

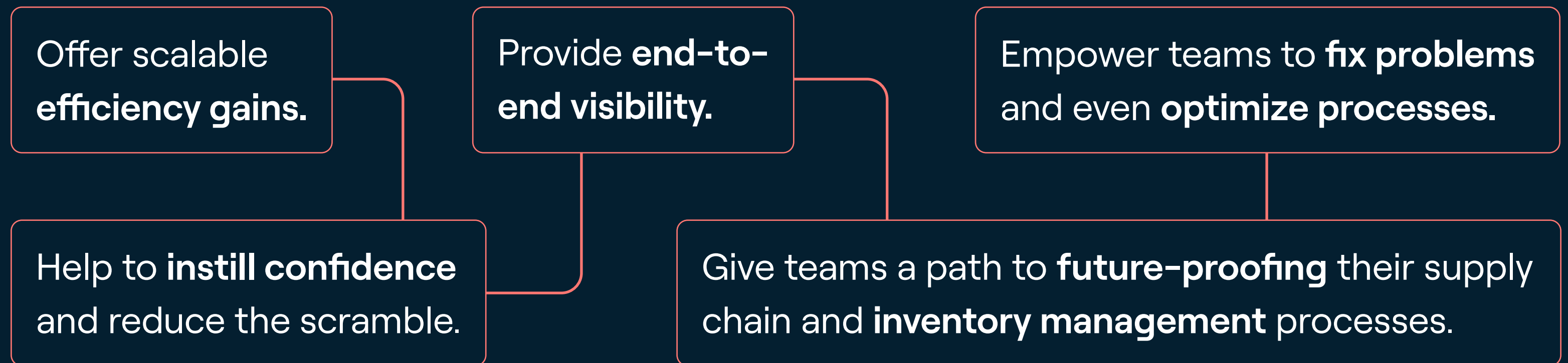
## Brand Audience

Similarly, the inventory managers on construction sites keep the country safe and growing, building, and expanding. There's a heroism, patriotism, and globalism to this kind of work and we want to do our part to make those jobs easier and more efficient for everyone – because we are all touched by it.



## Brand Purpose

What's our part in all of this?



2.

Brand

Identity

## Logo Variations

There are **two ways** in which you can use the logo. The first way is with the logo and symbol together. The second way is with the logo symbol only (reserved for instances when the logo needs to be presented in a small size).



## Logo Spacing

When using the logotype and symbol, there needs to be enough breathing room around it to accentuate its presence. The grey grid demonstrates the **minimum amount of white space** needed around the logo.



## Logo Sizing

We always want to maintain legibility and the integrity of detail within our logo. These are the minimum logo sizes for both **print and digital** usage.



250px | 2.4 in

When displaying the logo, do not decrease the size to be lower than 250px wide.

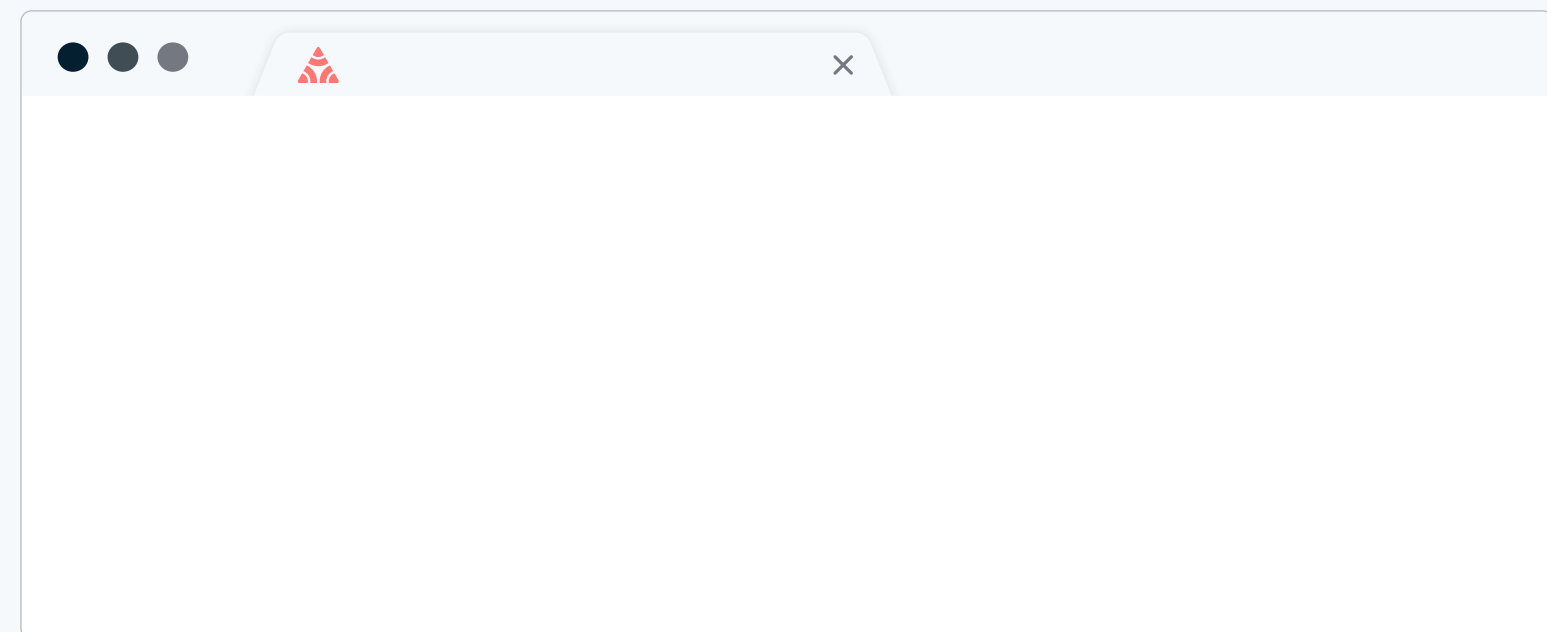


60px | 1.5 in

If the logo must be displayed smaller than 250px wide, please use the **symbol only**, at a minimum of 50px wide.

## Favicon

The favicon is the **only exception** to displaying the symbol smaller than 60px. The symbol should be displayed over a **transparent background**.





## Logo Colors

There are **two main brand colors** that are represented in the logotype and symbol. To bolster brand recognition, whenever the logotype and symbol are used in color, this is how they must be shown when on light, dark, or image backgrounds.

When using the logo over imagery, pay special care to ensure that the **entire logo is fully visible**. If needed, place a dark overlay on the image.

Empowered Pale  
#FF7772



GPX

Cooler than Black  
#041F30

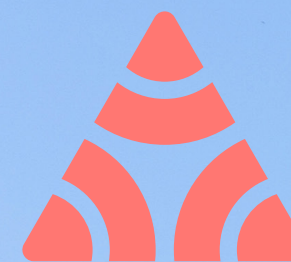
Empowered Pale  
#FF7772



GPX

White  
#FFFFFF

Empowered Pale  
#FF7772



GPX

Cooler than Black  
#041F30

## Logo Don'ts

When utilizing the logotype and symbol, we should **always draw from our master artwork** and never alter or manipulate the original graphics.

The logotype and symbol were carefully crafted with attention to detail - changing the following elements would compromise what this logo communicates to the viewer.



Do not add a **drop shadow**



Do not **distort the proportions** of the logo



Do not **rotate or skew** the logo or individual elements



Do not **stretch** the logo



Do not **change the lock-up**



Do not use a **low resolution file**



Do not change the **logotype or the symbol color**



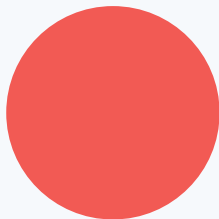
Do not use the logo in an **illegible way**



Don't use the logotype **without the symbol**

# Color Palette

Our color palette consists of a variety of cool tones contrasted by two vivid coral accents. The **mix of cool and warm** colors creates an inviting and balanced look and feel.



## Energized Orange

HEX: #F25A54  
RGB: 242 / 90 / 84  
CMYK: 0 / 80 / 65 / 0



## Empowered Pale

HEX: #FF7772  
RGB: 255 / 119 / 114  
CMYK: 0 / 67 / 47 / 0



## Boundless Sky

HEX: #CBEEFF  
RGB: 203 / 238 / 255  
CMYK: 0 / 80 / 65 / 0



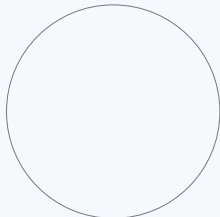
## Cooler than Black

HEX: #041F30  
RGB: 242 / 90 / 84  
CMYK: 0 / 80 / 65 / 0



## White

HEX: #FFFFFF  
RGB: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0



## Off-Blue

HEX: #F6F9FC  
RGB: 246 / 249 / 252  
CMYK: 2 / 1 / 0 / 0



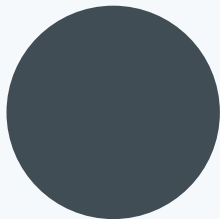
## Anti-Flash White

HEX: #EBEBEB  
RGB: 235 / 235 / 235  
CMYK: 7 / 5 / 5 / 0



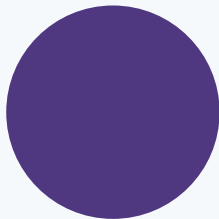
## Machina Grey

HEX: #747880  
RGB: 116 / 120 / 128  
CMYK: 57 / 47 / 40 / 9



## Outer Space

HEX: #414D54  
RGB: 65 / 77 / 84  
CMYK: 74 / 59 / 52 / 34



## Plum Hustle

HEX: #503880  
RGB: 80 / 56 / 128  
CMYK: 84 / 93 / 16 / 4



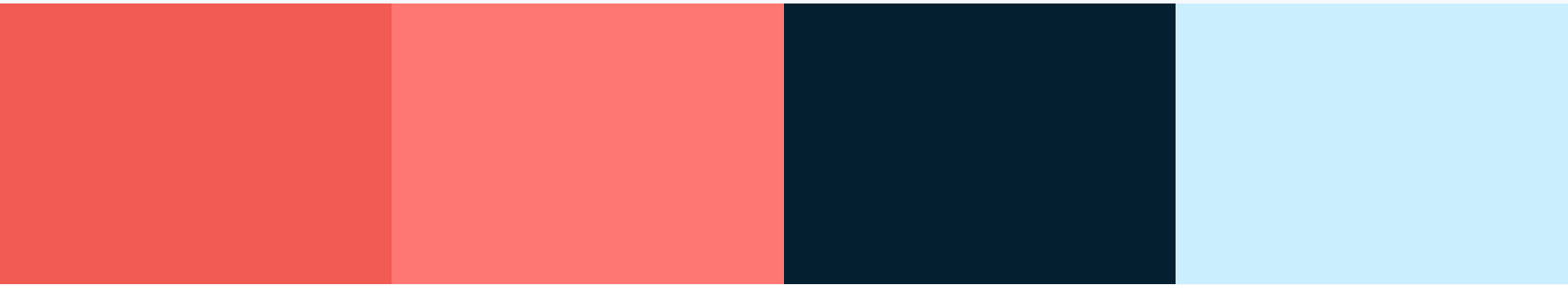
## Visionary Violet

HEX: #36245A  
RGB: 54 / 36 / 90  
CMYK: 91 / 98 / 33 / 27

# Color Hierarchy

To establish visual consistency, our **colors should be used systematically**. The warm colors, Energized Orange and Empowered Pale should be reserved for moments of significance while the Cooler than Black and Boundless Sky are used to balance their vibrancy. Grey (Anti-Flash White, Machina Grey, and Outer Space) and purple tones (Plum Hustle, Visionary Violet) should be used sparingly in tertiary settings.

## Primary



## Secondary



## Tertiary



# Primary Typography

Our primary typography utilizes Roobert, a san-serif font from Displaay Type Foundry. The **rounded, geometric characters** establishes a familiar and trustworthy visual tone.

## Displaay Type Foundry

<b>Roobert SemiBold</b>	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  123456789 !@#\$%^&*()
<b>Roobert Medium</b>	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  123456789 !@#\$%^&*()
<b>Roobert Regular</b>	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  123456789 !@#\$%^&*()

## Primary Hierarchy

Our typography should always be **legible and clean**. Leveraging different weights when appropriate allows for visual hierarchy across one typeface. This is the primary hierarchy that should be referenced.

# Track What Matters Most

## From OEM's to Ag, Rentals to Real-Time Logistics

In a fast pace, highly distributed, and supply chain constrained world we specialize in bringing visibility, security and peace of mind to your businesses most valued assets. Through a technology platform that focuses on insights over data, function over features, and a team that focuses on service over all else, we are routinely referred to as “our favorite partner”. What matters to you, matters most to us. Your businesses performance is our business, your experience is our lifeblood. We work with agility and collaboration to serve you.

**Headline**  
Roobert Medium  
Kerning 0%

**Subtitle**  
Roobert Light  
Kerning 0%

**Base Text**  
Roobert Regular  
Kerning 0%



# Secondary Typography

Our secondary typography utilizes Sora, a solid san-serif font from Google Fonts. This font is used only in cases **when the primary font Roobert is unavailable.**

## Google Fonts

Sora  
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
123456789 !@#\$%^&\*()

Sora  
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
123456789 !@#\$%^&\*()

Sora  
Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
123456789 !@#\$%^&\*()

## Secondary Hierarchy

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# Track What Matters Most

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**Headline**  
Sora Regular  
Kerning 0%

**Subtitle**  
Sora Light  
Kerning 0%

**Base Text**  
Sora Regular  
Kerning 0%

# Typography Color

With such an expansive palette, it's important to be **consistent with color usage**. These are the text color combinations that work with light and dark backgrounds.

We must also be thoughtful in ensuring that the contrast between the text and their background colors are **ADA compliant**. See this [link](#) for our favorite color checker!

## The Future of Asset Management

As we delve into the digital age, the need for advanced asset management solutions is becoming more apparent. From supply chain efficiency to asset tracking and safeguarding, the capabilities of a sophisticated asset management system are vital for businesses striving to maintain a competitive edge.

GPX Intelligence stands at the forefront of this technological evolution, transforming how companies handle asset management by shifting from reactive to proactive strategies. Our

automakers, global chemical companies, and luxury car manufacturers are among those who have reaped substantial financial benefits and enhanced operational efficiency through our state-of-the-art services.

However, the digital transformation journey doesn't end here.

As the business landscape continues to evolve, so does the potential for more sophisticated, more streamlined, and more efficient asset management strategies. As we embark on this exciting journey, GPX Intelligence remains

- **Headline**  
Cooler than Black  
#041F30
- **Call-Out**  
Empowered Orange  
#F25A54
- **Base Text**  
Cooler than Black  
#041F30

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- **Headline**  
White  
#FFFFFF
- **Call-Out**  
Boundless Sky  
#CBEEFF
- **Base Text**  
White  
#FFFFFF

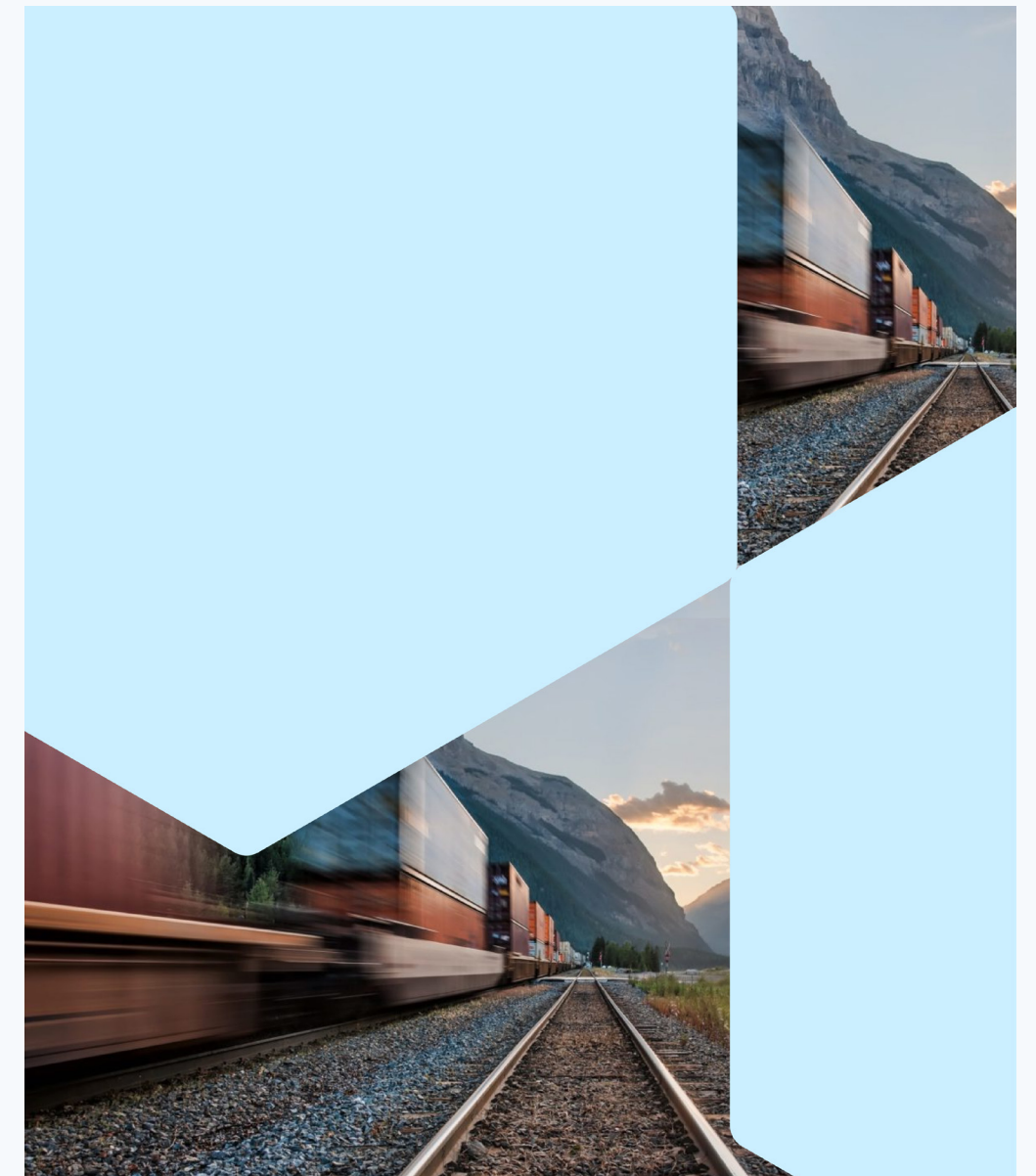
3.

Visual

Elements

## Photography Usage

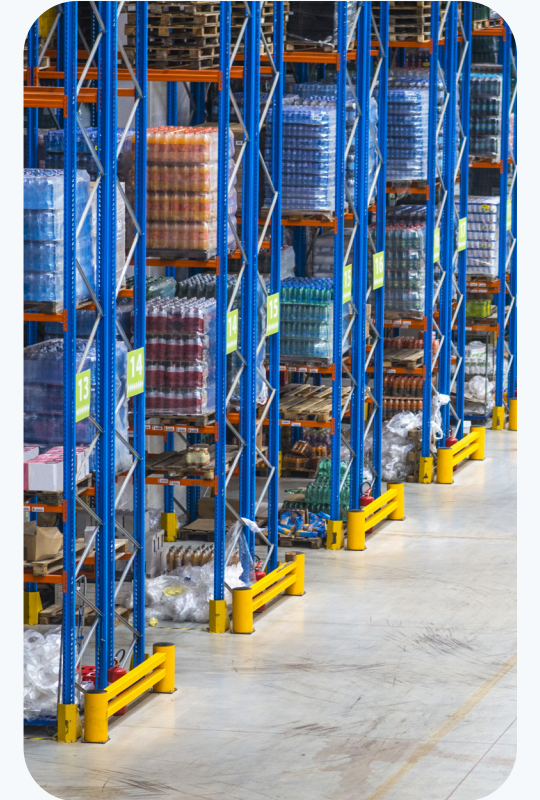
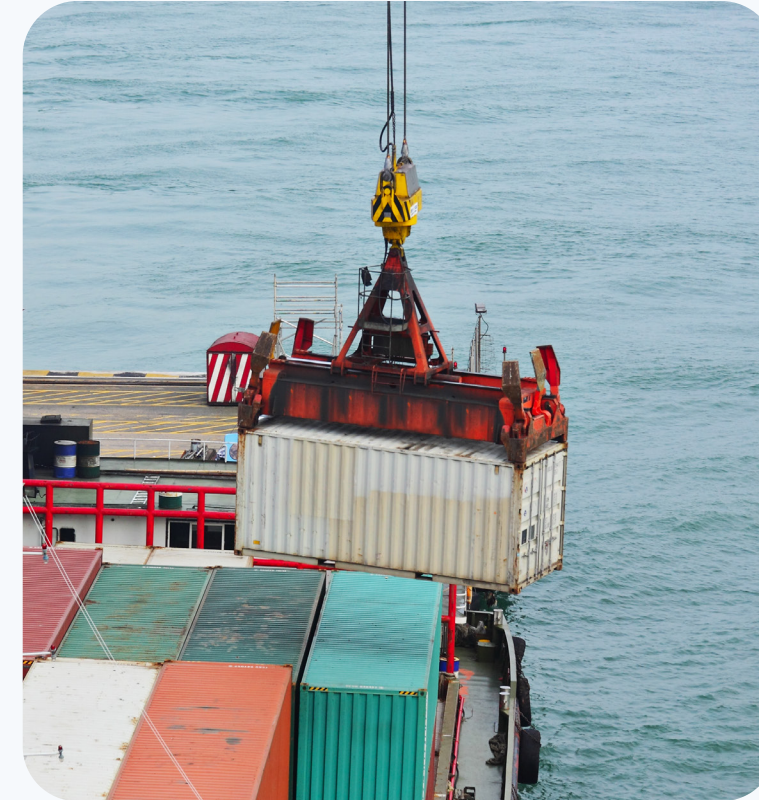
Our photos can be represented through a **variety of shapes** to create visually captivating designs. Shapes that resonate with the audience such as hexagons can be used as masks or filled shapes. Silhouettes can also be taken from the main logo to use as framing elements.





## Stock Photos

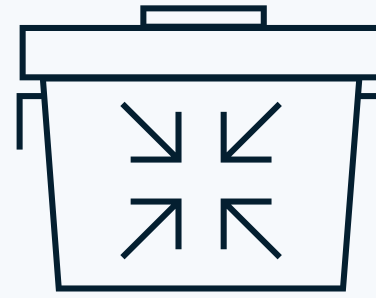
As needed, stock photos may be used to generate content and showcase the tone of the brand. It is best to find photos that feature **relevant industries** featuring **vibrant colors**. The brand colors may be overlaid to customize the photos further.





## Iconography

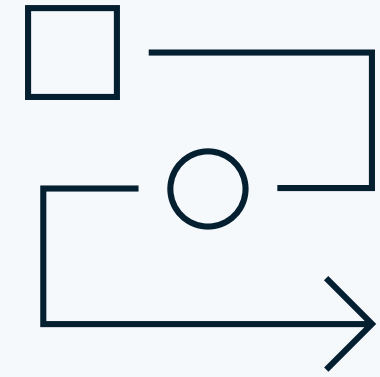
Our iconography utilizes simple linework in **one color and a consistent line weight**. They are used to call-out the main values of the tracking services provided.



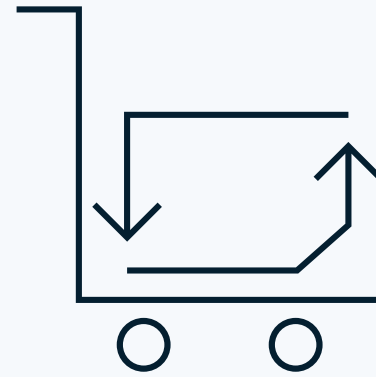
Reducing Waste



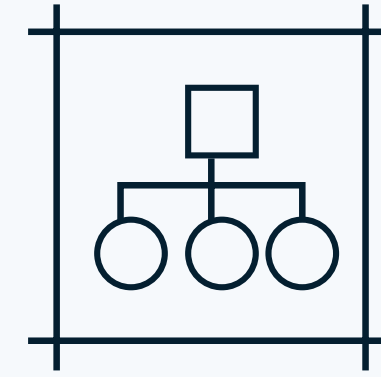
Reducing Carbon Emissions



Supply Chain



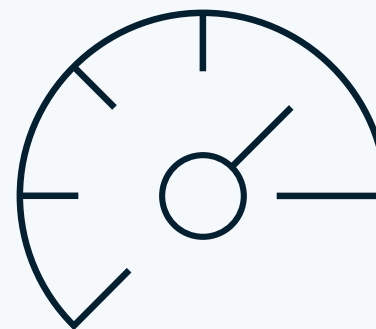
Returnable Containers



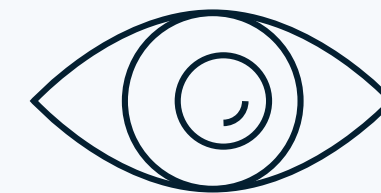
Predictive Analytics



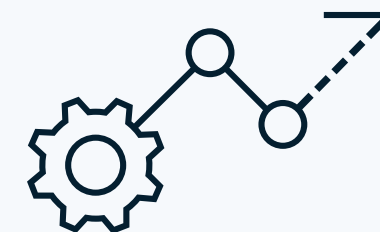
Asset Tracking



Performance Management



Supply Chain Visibility



Order Management

# Graphic Elements

Moments of graphic elements can be leveraged to instill a **friendly and trustworthy tone**. The technical visuals and decorative motifs use simple shapes inspired by transportation systems and kinetic movement. They can either be layered on imagery or exist individually on solid backgrounds.

# Corners

Text containers for call-out text should always leverage **subtle rounded corners**. These are how containers should appear on light and dark containers.

## Do Not's

Tracking Innovations

Do not use pill shaped call-outs

Tracking Innovations

Do not have a polygonal inset for connecting containers

Do not use acute or obtuse angles

The Future of Asset Management

Do not use overly rounded corners

The Future of Asset Management

Do not use 90 degree corners

## Do's

Tracking Innovations

Do use rectangular call-outs

Tracking Innovations

Do have a circular inset for connecting containers

Do use perpendicular angles

The Future of Asset Management

Do use subtle rounded corners

The Future of Asset Management

Do use subtle rounded corners

## Illustration Style

Our illustration style focuses on **solid shapes that render flat scenes** full of relatable characters and objects. Prominent shapes within the illustration are inspired by brand elements like **logo shapes**. Simplified versions of GPX's product are also integrated within scenes to provide curated views into offerings.

This illustration style is primarily for explainer video content. It should be **used extremely sparingly in branded collateral** – only applying illustrated details as accents, never using full characters.

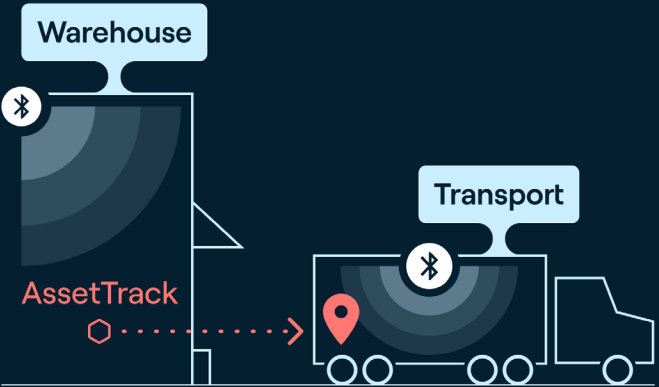


# Newsletters

Geared toward education, our newsletter graphics have clear sections that are tied with branded connecting elements like the coral linework. There are also distinct call-to-action buttons that allow users to be led to more information about featured services.

## Tracker mobility

Innovative mobile location intelligence, pairing the mobile AssetTrack device with the BLE tag.



30-80ft

of visibility

## Fixed tracker groups

Label a cluster of anchored devices as a group within the GPX platform to indicate fixed locations within a large space.



Want to learn more?

Contact Us



LinkedIn



Twitter



Facebook



All Content © 2023 GPX Intelligence Inc.

# Newsletters

Geared toward education, our newsletter graphics have clear sections that are tied with branded connecting elements like the coral linework. There are also distinct call-to-action buttons that allow users to be led to more information about featured services.

## BLE tagging

When paired with our powerful tracking technology, BLE offers greater visibility in three key ways:

- 1 **Using a tracker as an "Anchor"**  
When an AssetTrack is used as an anchor, we do not display GPS, Cell or WiFi location reports in the platform. The location is fixed and any BLE-enabled asset trackers are displayed in the location of that anchor.

### "Anchoring"

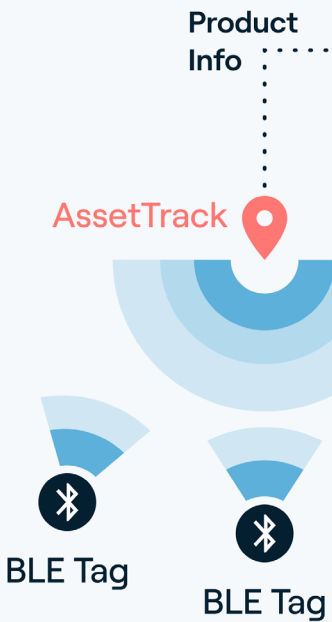
"Anchoring" takes a BLE Tag or AssetTracker and fixes the location to a specific point in a manufacturing facility, warehouse or similar location for improved location accuracy.

- 2 **Using a BLE tag as an "Anchor"**  
When a BLE Tag is used as an Anchor, you set its location. When an AssetTrack reads that BLE Tag, that BLE Tag is considered more accurate than a WiFi, Cell or GPS fix and we associate the location of that AssetTracker with the Anchored BLE Tag.



- 3 **Using a tracker as a "mobile hub" along with BLE tags**

Offering the great along the entire s transportation cyc of the AssetTrack tags will offers a location view. This AssetTrack's abilit read the BLE Tags well as relay its ov or Cellular locatio

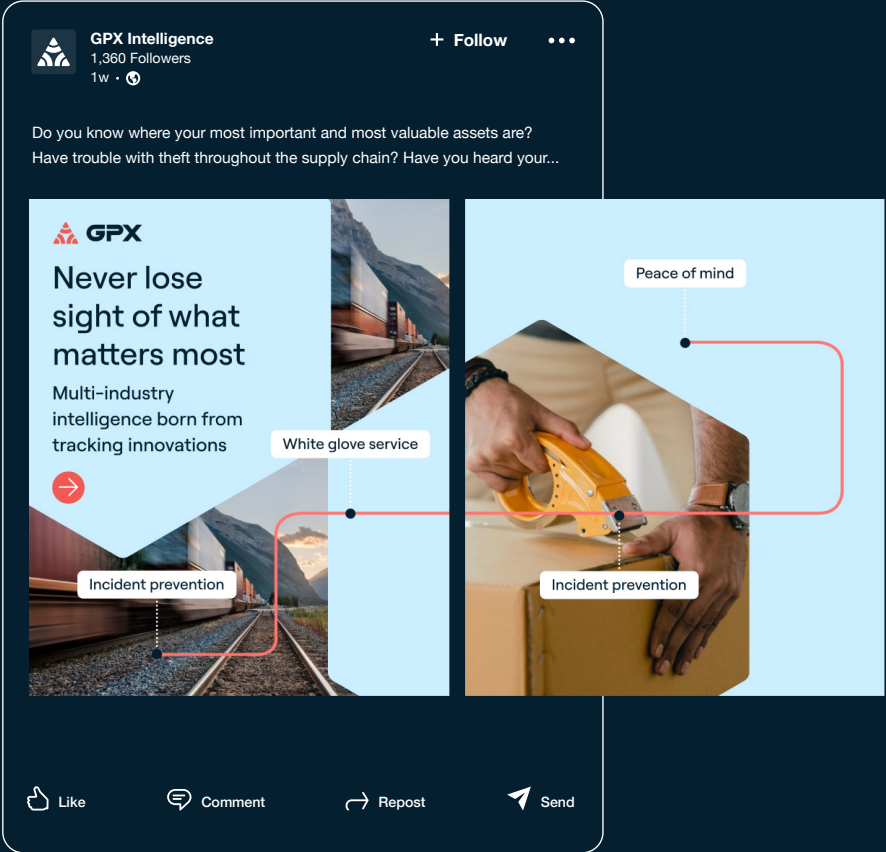
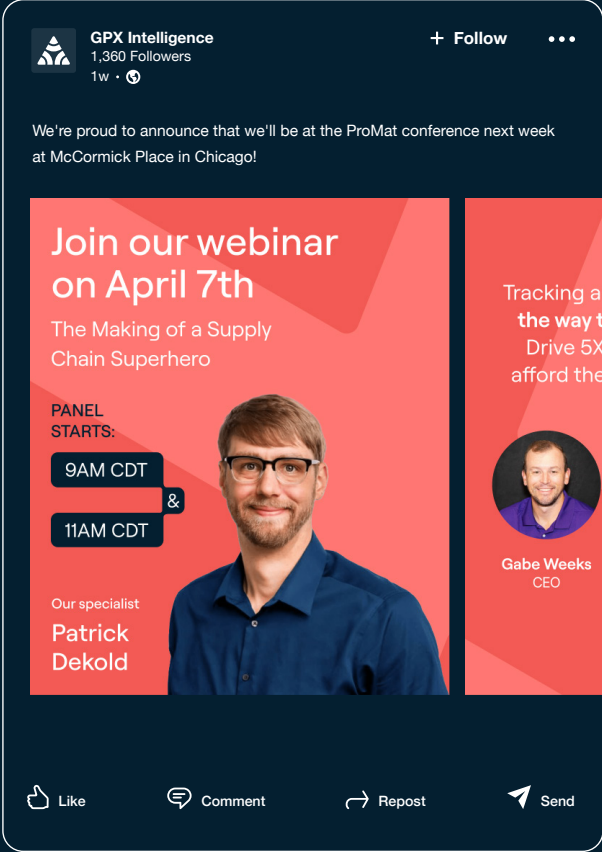


Move across entire supp



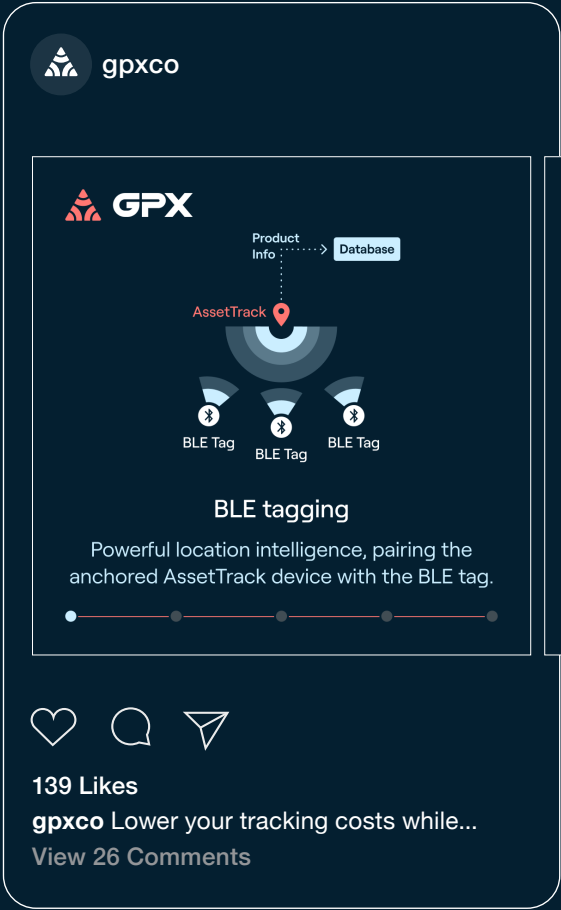
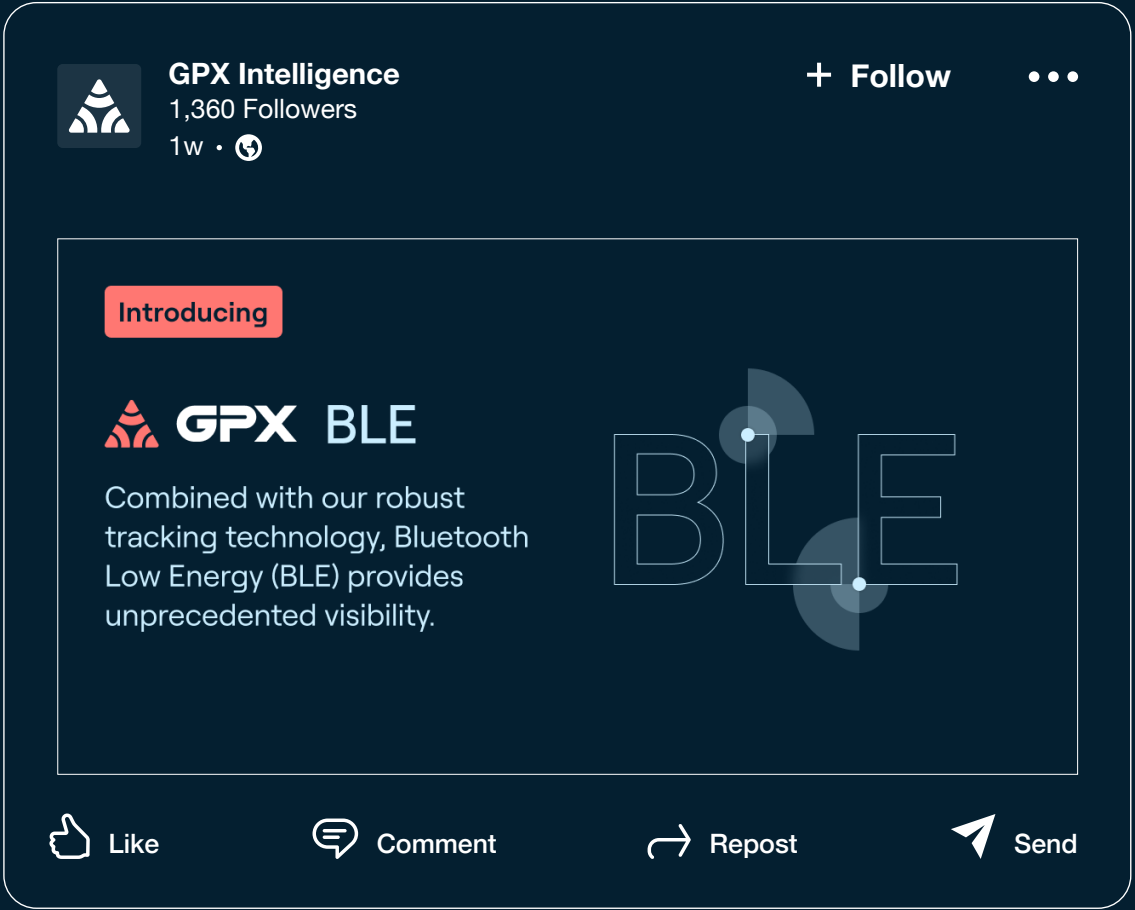
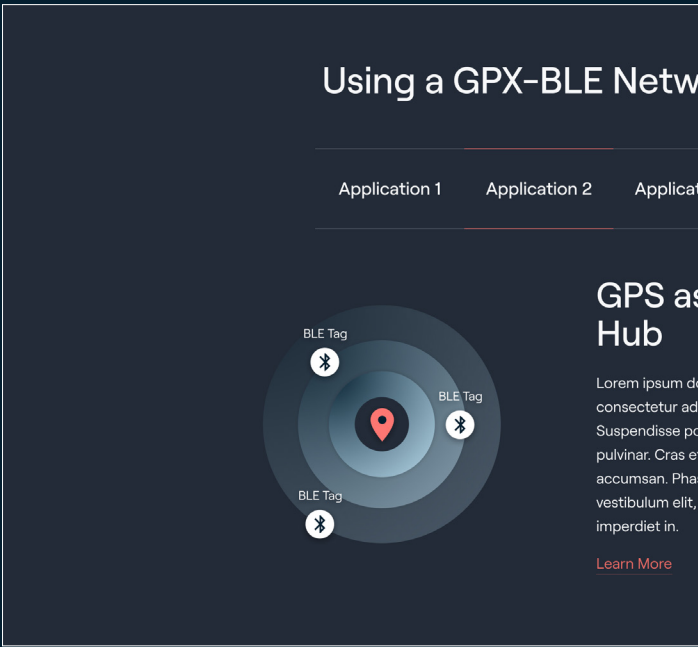
Social Media

Informational and clean, these graphics must entice the user to take the time read the copy to understand the features that are being highlighted.



# Campaigns

GPX's promotional campaigns consist of updates to their **overall digital presence** including website features, social media posts, and email newsletters. It's important to ensure **consistent visual language** across all assets and platforms.





Print Collateral

Through graphic elements and photography, GPX's white papers strive to **educate the audience in the clearest way possible**. All print collateral should feel **visually cohesive** by leveraging the established hierarchies for color and typography.



# Making the Leap: How GPX Clients Shifted from Reactive to Proactive Asset Management

Enabling business transformation with GPX Intelligence's cutting edge technology



## Intro

As we advance into the digital age, the business landscape continues to evolve, with companies like GPX Intelligence playing a significant role in this transformation. Leveraging cutting-edge technology, GPX Intelligence is reshaping industries and setting the standard for what we can expect in the future of asset tracking and logistics.

Supply Chain 4.0, a term coined by McKinsey, is one of the major trends shaping the business environment. This term refers to the digitization of supply chain processes, utilizing technologies like big data, advanced analytics, and automation to drive improvements in service, cost, capital, and agility. GPX Intelligence is a pioneer in this realm, providing solutions that contribute significantly to these four major value drivers.

GPX's asset tracking technology offers a data-driven approach to predictive analytics in demand planning. With our real-time location visibility, businesses can monitor the status and location of their assets, optimizing their supply chain and reducing forecasting errors.

**This visibility allows for more effective management of assets, mitigating losses due to theft, misplacement, or unapproved use, and ultimately improving operational efficiency.**

### Physical Flow

In terms of physical flow, GPX Intelligence helps businesses to improve their logistics by providing real-time tracking of their shipments. This innovation has been revolutionary in improving operational efficiency and customer communication.

### Performance Management

In performance management, the granular real-time data provided by GPX Intelligence's platform supports exception handling and continuous improvement. The platform's automated alerts and notifications help businesses identify and address supply chain disruptions promptly, allowing them to maintain optimal performance.

### Order Management

Moreover, GPX Intelligence plays a significant role in improving order management through real-time tracking. Our platform facilitates efficient order processing and enhances the customer experience through immediate and reliable responses.

### Collaboration

In the area of collaboration, our platform fosters better communication and information sharing among stakeholders in the supply chain. With the ability to track assets in real-time, companies can better manage their inventories and respond swiftly to changes in demand.

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## Summary

Discover how GPX Intelligence's cutting-edge technology enables businesses to transform from reactive to proactive asset management. Learn from anonymized, aggregate case studies how real-time tracking and advanced analytics solutions streamline operations and improve supply chain efficiencies.

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## Installation Guide

This installation guide will walk you through the steps to ensure a seamless setup and optimal performance.

Please follow these instructions carefully for the best results:

1

Selecting the Placement

- Identify an ideal location for the AssetTrack that is free from multiple layers of metal obstructions.
- Metal interference directly above the device can affect the GPS signal, so choose an area with as clear of a line of sight to the sky as possible.
- This does not mean it has to be out in the open but helps you be conscious of where it's placed to get the best signal possible.

2

The Anti-Tamper Feature

- Device does have an anti-tamper sensor on the magnet side, so when placed **make sure it is sitting flat once attached** if this feature is going to be utilized.
- Make sure the sticker, which clearly marks the tamper sensor is removed before placement.

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## How We Facilitate the Shift

In an era where the fourth industrial revolution (Industry 4.0) is driving transformation in every sector, supply chain management is no exception. The concept of Supply Chain 4.0 encompasses the application of cutting-edge technologies to drive operational efficiency, reduce costs, and enhance customer experience. As a key player in this revolution, GPX Intelligence is providing solutions tailored to meet the demands of Supply Chain 4.0.



### Planning and Predictive Analytics

GPX Intelligence takes advantage of predictive analytics and data-driven insights to optimize supply chain planning. By analyzing myriad internal and external variables such as weather patterns and market trends, our platform can provide accurate and granular demand forecasts. This data-driven approach helps to reduce forecast errors and allows for targeted discussions on potential upside and downside risks.



### Physical Flow and Asset Tracking

In the realm of logistics, GPX Intelligence excels in providing real-time asset tracking solutions. The platform offers location visibility for assets and valuable shipments, allowing businesses to monitor their logistics network effectively. This increased visibility and connectivity mean that businesses can respond more rapidly to changes in demand or disruptions in supply, resulting in improved operational efficiency and customer service.



### Performance Management

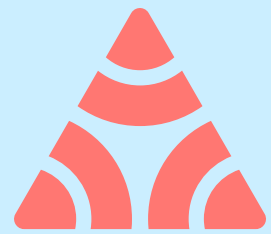
GPX Intelligence's advanced platform enables real-time performance management, a core component of Supply Chain 4.0. Businesses can monitor the status of their assets and shipments in real-time, enabling quick responses to any unexpected issues or disruptions. This real-time visibility also facilitates continuous improvement, as businesses can readily identify areas of inefficiency and develop solutions.



### Order Management and Customer Experience

The platform also enhances order management and customer experience. Businesses can track the progress of their shipments in real-time, and receive alerts for any significant updates. This real-time visibility and the ability to act quickly on these insights can significantly enhance the customer experience, one of the main value drivers in Supply Chain 4.0.

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**GPX**

# Thank You

Prepared by Craft and Root

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