



Sensitel, Inc.

Securing Products and Supply Chains

An introduction to Sensitel's Approach

Enabling global brands to build consumer trust by delivering on the promise of freshness and safety.

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Executive Summary

Interest in the safety of foods, drugs and products we consume has probably never been so high. Recent recalls in food industry (Romaine Lettuce, Spinach, Green Onions, Sea food, Beef Patties), Consumer Goods (Toothpaste), Drugs (Heparin, Vioxx) and Medical Devices (Pacemakers, Stents) etc. have shaken consumer's faith in food and drug supply chains.

Response time is of essence during these unpredictable crises. Inability to pinpoint sources of contamination and timely location of tainted products in the distribution chain can further deteriorate brand image and run up the costs of recall. For instance, during the spinach recall of 2006, delays in localizing E.Coli to specific growers led FDA to mandate that all bagged and fresh spinach be pulled from the shelves, leading to \$150M direct loss for the fresh food industry. Recently, Baxter International recalled its blood thinner Heparin after 4 deaths were reported. Even after two weeks of recall, supplier could not identify the affected lots with certainty and recall was expanded beyond initial nine lots. Globalization of drug development, manufacturing and packaging operations is further contributing to loss of control over the quality and safety of regulated goods. Each activity in the value chain, from design to manufacture to distribution may be completed by a different partner at a different location, leading to increased points of failure and miscommunication.

Sensitel has responded with solutions to solve these challenges.

We help our customers reduce the cost of product recalls by responding to document requests, pinpointing source of contamination and reducing the scope of recalls. Current cost per recall event is averaging at \$10 M. Using Sensitel's offerings, companies can reduce recall costs by 90%.

We help our customers to reduce their rate of spoilage by assembling temperature and location data to help detect and prevent temperature-sensitive goods from exceeding temperature thresholds. The current direct loss in food service industry is estimated at 105M annually. US. Food Supply has a spoilage rate of 15% .

We protect global suppliers from product diversion and counterfeits. Counterfeits are a \$30B global challenge. Using Sensitel offerings, companies can find offending distributors and partners and stop leaks in their supply chains.



Our Mission

Sensitel's mission is to reduce shrinkage and cost of recall in global food, drugs and chemicals supply chains. In United States alone, 100 Billion pounds of edible food is lost to waste annually by retailers, restaurants and consumers. As a Socially and Environmentally conscious business, Sensitel intends to reduce the total resource consumption for each unit of net profit produced by global corporations.

Our Approach


We will achieve our mission by reducing information latency between the participants in supply chains and by improving the quality of decisions made by all participants in business transactions. Using innovative technologies such as Wireless Sensor networking and web-based tracking portals, Sensitel enables faster and accurate decision making for individual participants in the supply chains. Using Sensitel's offerings, a warehouse operator can pick the right pallet of goods, a quality assurance manager can accept the incoming shipments and e consumer can authenticate and trace the origins of a product at the store shelf.

Results

Sensitel has helped a leading stone fruit supplier increase the shelf life of their products by two days. Solution involved proactive management of aging.


Working with the largest blueberry supplier in US, Sensitel folks reduced claims spent by 2% for a \$400 Million Company.

For a global biopharmaceuticals company running a global clinical trial, Sensitel removed the need to quarantine drugs at site arrival and saved 48 hours in drug administration.



"Sensitel impressed us with the depth of their Supply Chain analysis. TrackAware™ has revealed that supply chain data analysis can provide real benefits in reducing **shrinkage** and improving product **visibility** and overall supply chain performance."

- David Silva, IS director,
Ballantine Produce





Sensitel's Offerings

Sensitel has developed solutions to secure products and supply chains and reduce shrinkage across the supply chains. Sensitel combines tracking technologies, advanced analytics, domain knowledge and consulting services to deliver measurable reductions in product shrinkage and loss.

Sensitel has developed unique and differentiated offerings for food and pharmaceuticals industries that solve critical challenges in product tracking, cold chain management and Traceability. The goal of Sensitel solutions is to break the current barriers in value delivery and help companies improve key performance indicators by 10 times.

TrackAware

Sensitel's TrackAware™ offering aggregates product location and condition information to provide measurable benefits in Security and Quality. TrackAware moves organizations from transaction centric to product centric operations. Using Intuitive interfaces, and free form context, TrackAware pinpoints the sources of contamination and reduces the scope and cost of recalls. TrackAware solution helped leading packagers such as Ballantine Produce to build case level traceability for fruit boxes and improve supply chain operations.

VeriSupply

Sensitel's VeriSupply™ enables secure sharing of certificates, insurance and audit documents. Built as linkedin for global suppliers, VeriSupply™ reduces the cost of product recalls and compliance by quickly responding to document requests. Available as a subscription service, VeriSupply™ builds trust in your supply chains and brings your suppliers and customers closer.

VeriSense

Sensitel's VeriSense™ is the first product to link facility audit documentation with real time facility monitoring to ensure compliance for food and pharma industries. Using wireless sensor network technology, VeriSense can provide you a remote view into your cold storages and distributed operations.



Contact Us

Sensitel is headquartered in Fremont, CA with development offices in Vancouver, Canada and Bangalore, India. Sensitel has partnered with leading hardware and software providers to bring the 'Whole Solution' to our clients. Additional information is available on the web at www.sensitel.com

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More Information

For the latest information about our product and services, please see the following resources:

Reference websites

<http://www.sensitel.com/>

<http://www.verisupply.com/>

<http://www.trackaware.com/>



Articles

“Sensitel is a runner up at Silicon Valley Wireless Showcase,” *Papi TV*,
8/21/2009

[“Leading Traceability Consultant Michael McCartney Joins Sensitel
Board of Advisors, Adding Produce Industry Expertise,”](#) *Sensitel*,
4/15/2009

