

26 March 2019

## **IER: digital innovation in the supply chain**

The increasing use of connected objects and digital platforms within the supply chain is a key differentiator and allows some of our customers to considerably improve the agility of their supply chain, reduce their operating costs and offer a broader range of services.

IER, the technological subsidiary of the Bolloré Group, has positioned itself as a key player in connected objects within the supply chain, and provides a range of solutions for customers in the manufacturing, service, construction and retail sectors. IER's proven track record as a specialist in traceability includes understanding the needs, working environment and specific constraints of each sector and job, which means the company is able to offer the best tailored solution for each customer.

FlowIDs, IER's new interoperability solution for tracing goods and assets (containers, equipment, machinery), enables the customer to manage their tracking through all stages. It is adapted to a wide range of uses and covers tracking, return and analysis of information such as location, temperature monitoring, humidity levels and vibrations, all of which is aggregated thanks to sensors that communicate via mobile networks/LPWAN, or secure RFID. These data are then available in real time through a web and mobile interface or through standard APIs. "We are working at the core of businesses' supply chain digitalization. Some customers have already opted for this 360° monitoring of the whole supply chain and have seen their loss of goods reduce by over 15%," says Christophe Agaësse, Director of the Track & Trace Business Unit at IER.

At each link in the production-supply chain, equipment is becoming connected and reducing costs and delays, improving manufacturing processes and the customer experience, and responding to the traceability challenges of the 21st century.

### **About IER Track & Trace:**

A subsidiary of the Bolloré Group, the Track & Trace Business Unit has established itself as a trusted partner for integrating smart and connected traceability solutions for the Smart Supply Chain, Manufacturing 4.0 and Omnichannel Retail. IER designs, develops and integrates a range of solutions covering identification, traceability and mobility for logistics, manufacturing and transport operators. With expertise in barcode and RFID technology, and voice-activated, WiFi and GPRS solutions, IER has set the standard in supply chain integration and service, offering tailored turnkey solutions for the traceability challenges faced by its customers.

### **Press contact:**

Christophe Agaësse: [cagaesse@ier.fr](mailto:cagaesse@ier.fr)

**Find out more:** [www.ier.com](http://www.ier.com)