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**PRESS RELEASE**

Paris, 2016/11/07

**Danone Waters optimizes its Supply Chain using the Internet of Things (IoT):  
a concrete example of the 4.0 industrial revolution**

In partnership with ID Logistics & Danone Waters, EverySens organizes a roundtable conference on **Tuesday, November 22<sup>nd</sup> at 4.30 pm** on the occasion of the *Paris Supply Chain Event 2016* around the theme "**Danone Waters optimizes its supply chain using IoT**". **The conference will be held at** Paris Porte de Versailles, Hall 2.2, Room 2.

Led by Jean-Philippe Guillaume, Managing Editor of the Supply Chain Magazine and Léandre Boulez, Logistics Expert of Diagma Consulting firm, the discussion will focus on the **feedback between leaders of IDEO, Control Tower of ID Logistics and its client Danone Waters and EverySens**, Emerging actor of the new Supply Chain real-time traceability and optimization solutions.

It will analyze **how the Internet of Things transforms the supply chain of a French logistics giant, detailing issues related to rail freight** – reliable tracking of wagons, control and reduction of costs, management of delays with warehouses and railway operators, retention of wagons, backhauling etc. – and introduce concrete answers through use cases developed with EverySens.

For Emmanuel Guérin, Executive Director of IDEO, a subsidiary of ID Logistics, *“EverySens is an innovative start-up that allows us to build the foundation for a global and comprehensive real-time visibility of our railway fleet. Thanks to their IoT solution, we aim to optimize the management and control of our operations, improve our turnovers and provide better customer service.”*

According to Youness Lemrabet, CEO of EverySens, *“EverySens mission consists in optimizing mobile assets management in order to impact the logistics of tomorrow. Our solution allows businesses to gain visibility, agility and performance.”*

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List of speakers at the conference

*Emmanuel Guérin, Director of IDEO, subsidiary of ID Logistics,*

*Antoine Pulcini, Logistics Purchasing Director, Danone,*

*Youness Lemrabet, CEO Everysens,*

*Léandre Boulez, Partner at Diagma, Supply Chain Expert.*

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### PRESS CONTACT INFORMATION

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#### About IDEO

Control tower of ID Logistics Group, IDEO acts as partner with its clients including amongst them Danone, which has set a goal of becoming carbon neutral by 2050. This rail freight, road and storage piloting organization, is composed of 40 specialists, managing some 150,000 transportation orders to carry more than 5 million pallets per year. The execution of these logistics flows covers a European scope, with over 200 truck carriers, 4 rail operators and a dozen logistics providers. This multimodal and multi-client organization is in permanent evolution. *"In a context of permanent performance and improvement pursuit, IDEO offers its customers a single platform to control their supply chain. Our collaborative and innovative approach allows us to support our clients not only in terms of execution excellence but mostly in transforming their supply chain."* says its director, Emmanuel Guérin.

#### About Everysens

Everysens offers a global solution for traceability of mobile assets composed of a proprietary industrial sensor and a sophisticated SaaS software. Acting as a real **decision-making tool**, the solution harnesses the **power of SaaS and IoT** to automate data collection in real time. **Everysens provides operational vision, strategic insights and reliable service to its customers** by providing complete real-time visibility and optimized management of their mobile assets, whatever their location. This "control tower" solution allows customers to benefit from significant reduction of operating costs, greater management of their operations, and

higher customer service levels, through business intelligence analysis using **Big Data**. Our ambition is to become the reference solution for connected industrial mobile assets by 2018.

References Client: ID Logistics, Salti, Covanord

[Video presentation of Everysens available online](#)