



IDEO, an ID Logistics subsidiary company, and Everydens sign a contract to connect French Danone Waters' railcars fleet

Today, IDEO and Everydens are signing a contract to connect the entirety of the French Danone Waters' railcars fleet. IDEO, a multiclient operational management platform, and its client Danone Waters chose the start-up Everydens, specialized in industrial mobile assets' traceability and Supply Chain optimization, to implement a "connected railcar" solution.

This signature marks the start of 1200 railcars tracked with smart sensors. Thanks to the Internet of Things (IoT), these sensors communicate in real time with a software platform, that aggregates, translates and overlaps data to answer clients' needs.

This solution gives total visibility on the railcars' location. In this way, Danone has permanent access to each railcar's status: in movement, maintenance, stopped in transit, parking, etc. As part of its future roadmap, Everydens will develop prediction algorithms to anticipate delays and other problems encountered when in transport.

According to Youness Lemrabet, Founder & CEO of Everydens, "It is an important milestone for our start-up to partner with a logistics giant and to impact the supply chain of an internationally renowned firm such as Danone. Both IDEO and Everydens' teams have been fully implicated to improve rail logistics' transparency, agility and performance. It is therefore a great satisfaction to see this project confirmed."

Emmanuel Guérin, General Manager of IDEO, adds: "This contract caps more than 8 months of intense work: we matured ideas, we tested, we adjusted and we took up challenges. In order to offer such an innovation in the railway world, we had to fully understand the processes and business' stakes of our providers and clients, in this case Danone Waters France."

PRESS CONTACT INFORMATION

Sabrina Meksaoui, Commercial Director Everydens
Tel : 07 70 37 68 67 / 03 66 72 57 04
Email : sabrina@everydens.com

Emily Oliver, Communication Director ID Logistics
Tel : 04 32 52 96 82
Email : eoliver@id-logistics.com





ABOUT EVERYDENS

[Everydens](#) optimises mobile equipment fleets for asset-intensive industries such as rail transportation, waste management or professional equipment rental. Via smart sensors and a customizable SaaS platform, Everydens brings transparency, reactivity and agility to industrial assets' operational management. This logistic flow management platform automatically collects and secures real-time data.

Thanks to Big Data analyses, Everydens also proves to be a valuable decision-making tool. There are multiple business cases: delays anticipation, use case calculation, backhauling, fleet surveillance, etc. Everydens' solution contributes to reducing costs, improving customer service and also reducing environmental footprint. Winner of Club Demeter's 2016 contest, Everydens was also rewarded with its partner IDEO, for a project of connected railcars, by the Grand Prix of the Kings of Supply Chain 2017.

Customer references: ID Logistics, Salti, Covanord.

[Click here for a short presentation video.](#)

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.

