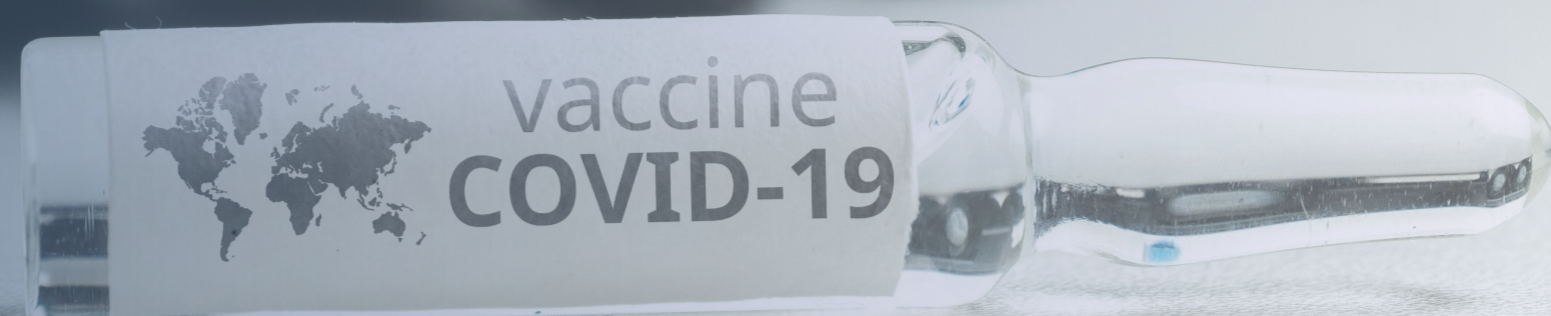


The Logistic Challenge that is Fascinating the World

By Tal Saban



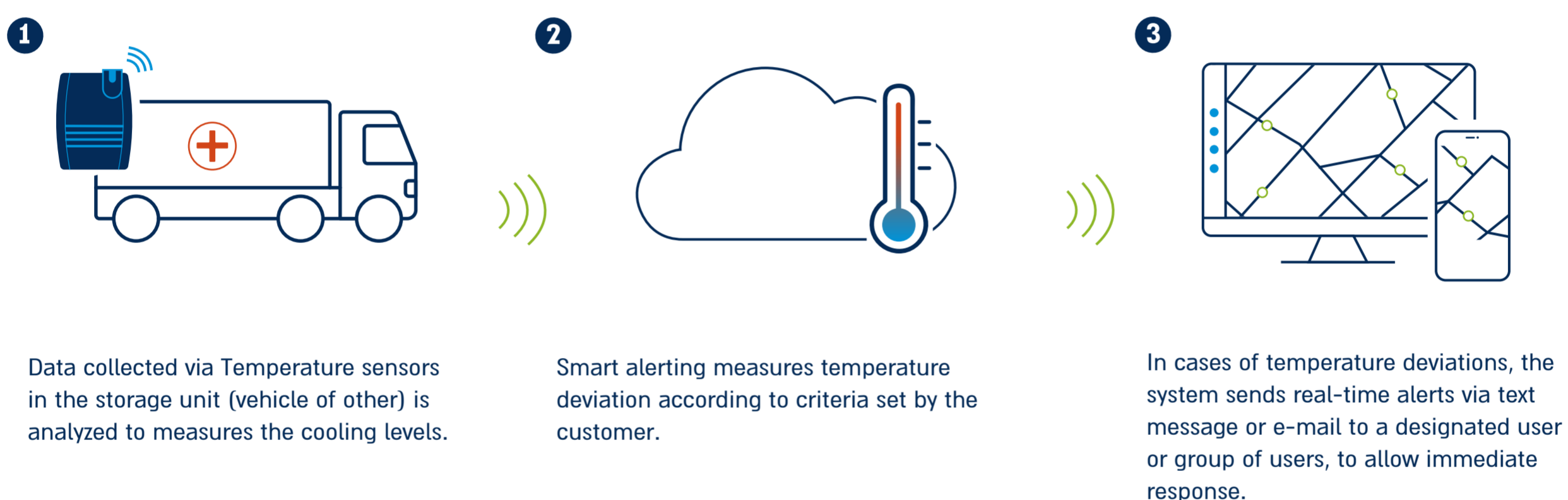
Since the approval of COVID-19 vaccines by the FDA, people everywhere are carefully following the complex challenges of transporting and distributing the vaccine that will help bring life back to normal. In this article we will explain some of the unique aspects of pharmaceutical logistics, and how telematics helps to overcome them.

After almost a year of dealing with the implications of COVID-19, we are finally seeing the light at the end of the tunnel. Pfizer and Moderna have already received FDA approval for their vaccines, and others are soon to follow. Now, the big question is how these potentially life-saving vaccines will reach the global population quickly and efficiently. This is an unprecedented event, even for experienced logistics experts: the vaccines will need to take a long journey from the pharmaceutical facilities in which they are manufactured until they reach every corner of the globe; they need to arrive and be used in a limited timeframe otherwise they will expire. More important, they require precise transporting conditions in order to arrive intact. With these challenges, transporting the vaccines can become a logistic chaos that can be avoided by implementing telematics-based planning and monitoring tools.

Controlling the temperature of pharmaceutical transport

When it comes to pharma or food products, temperature requirements must be strictly kept. Controlling temperature is critical to maintaining the quality of the various products, including medications and Food & Beverages. To cater the special transport requirements of the pharma and Food & Beverages, at Ituran we have developed a solution for real time monitoring temperature of the entire cold-or-hot chain. Our solution, Reefer Monitoring, externally measures the temperature levels in any closed space independent of the installed cooling system. The system had been developed and validated in accordance with FDA guidelines and is used by pharmaceutical companies such as Teva Pharmaceuticals and Perrigo.

How does it work?



The logistic chaos, making sure there are no weak links

In addition to transport conditions, pharma companies have designed a detailed logistical plan to make sure vaccine distribution runs smoothly. Here is where telematics-based fleet management software comes to play. Fleet management software allows close, real-time monitoring of every moment during transport, and gives full control over the location, condition and safety of each and every vehicle in the fleet. It helps to build and support a safe and healthy distribution chain for any type of product, proactively prevents unwanted deviations, acts before they happen and enables quick response to any possible malfunction.



A target for theft

Like in any case of valuables in high-demand, we can expect COVID-19 vaccines to be a heavy target for theft, especially in countries that have not secured agreements to be part of early distribution, or in places that will not receive enough to vaccinate the entire population and will need to prioritize. Shortage means the establishment of a high-value black market fed by pharmaceutical theft. Here again, implementing end-to-end supply chain monitoring combined with safety solutions is a game changer, especially when securing the last mile.

What features does Ituran's stolen vehicle recovery solutions provide?

- Alerts every time a vehicle stops, changes route or enters a high - risk area
- Notification when trips exceed their expected duration, something that may indicate that something has gone wrong
- Driver identification features to make sure only authorized drivers are behind the wheel
- Distress button, or emergency code so driver can alert if something goes wrong

With all the attention focused on COVID-19 vaccines, let's not forget that almost any pharmaceutical or Food & Beverage logistic-chain is a challenge on its own. Ituran's telematics solutions provide these industries with solutions for safe and secured transport throughout the supply chain.

[For more information on Ituran's Reefer monitoring solution](#)

About the writer

Tal Saban is a senior account manager at Ituran. He's served in a wide range of roles during his eleven years at Ituran, and has extensive experience in system implementation, customization training and support.