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CONBO INTRODUCTION

# Redefining Asset & Cargo Tracking for Next-Level Execution



# The **\$1.75** Trillion Visibility Problem



## Poor Visibility Bleeds Supply Chains

Delays, lost cargo, and rising costs

Suez Canal crisis → \$9.6B lost per day (*Evergreen, 2021*)



## The Consequence

Disruptions drive \$14B+ in losses

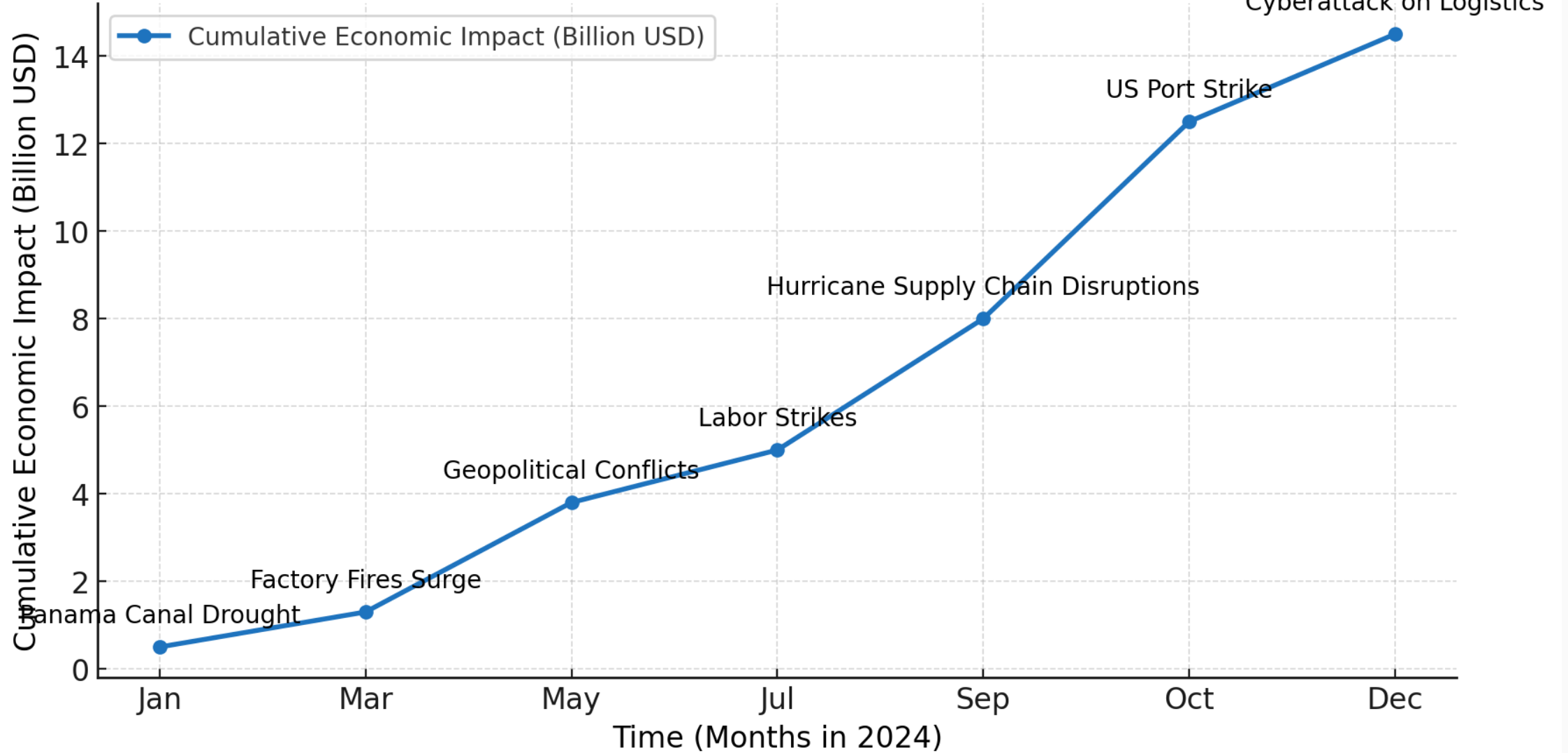
(*McKinsey & Co., GoComet 2024*)



## The Root Cause

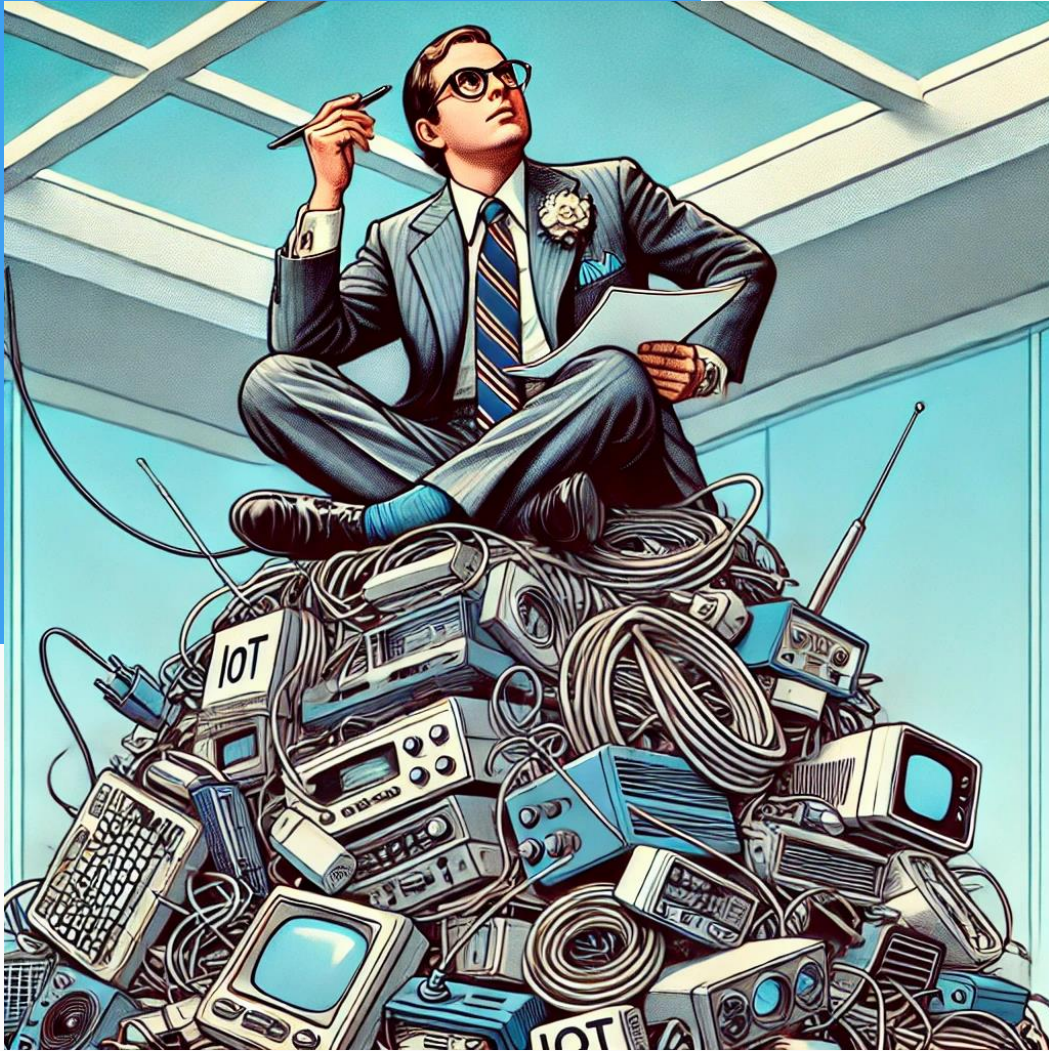
Fragmented tracking (RFID, GPS, manual) and siloed data block AI-powered visibility (Hamburg Port Consulting)

# Cumulative Economic Impact of Supply Chain Disruptions in 2024



## Unusable Data

# Is Lost Data



- **Execution** was once believed to rely on great **planning**.
- Supply chain **stress** and **AI** technology **changed** that.
- **Data**-led decisions define **execution success**.
- **AI** is the ultimate tool, and its only as good as the data it processes.
- For **data** to be **usable**, it needs to be **accurate, comprehensive, and synced** in **real time**.

*Visibility is no longer optional; it is a \$1.75 trillion challenge." —  
GoComet, 2024*

# Vision is Our Ultimate Source of Truth

- **Full Coverage:** CCTV is already in 90%+ of logistics sites, unlike IoT, which requires costly deployments.
- **Seamless & Human-Centric:** Video is naturally understood by humans, syncing data effortlessly—unlike fragmented IoT feeds.
- **Deeper Insights:** AI-powered CCTV tracks all movements **without tags**, cutting inefficiencies by **20-30%**.





## The Impact

# AI-Driven Execution

- **Built-In Visibility:** CCTV is already in 90%+ of logistics sites, unlike costly IoT rollouts.
- **Naturally Synced:** Video streams are human-intuitive and effortlessly unified, avoiding fragmented IoT data.
- **Smarter Tracking:** AI-powered CCTV tracks all movements without tags, cutting inefficiencies by 20-30%.
- **One System for All:** Leverage cameras for safety, SDG compliance, and new revenue streams—a single source of truth for logistics.



# Thank You

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