PubNub

FOR TRANSPORT, SUPPLY CHAIN, & LOGISTICS

Everything to build & manage real-time visibility for your supply chain & logistics solutions

Real-time functionality in applications streamlines supply chain and logistics operations by enabling quick, data-informed decision-making and enhancing stakeholder coordination, crucial for effective workflows and operational agility.

With PubNub, companies quickly gain the real-time visibility and agility necessary to keep global supply chains efficient, including fleet tracking, asset and temperature monitoring, cargo/load capacity utilization, and dynamic routing and dispatching.

Scalability and Real-Time Data: Efficiently stream key data, including location, dispatch details, and sensor information, via our global pub/sub network, meeting dynamic market and operational needs.

Real-Time Visibility: Gain instant global visibility of device and user statuses with Presence, allowing for immediate updates that enhance operational awareness and efficiency in logistics and supply chains.

Digital Twin Creation: With AppContext, easily create digital twins of operations to gain insights for better decision-making and strategic planning by simulating physical operations virtually.

Efficient Message Management: Functions enables on-the-fly message filtering, transformation, and routing, embedding business logic for accurate information processing, boosting logistics performance and agility.

Guaranteed Notifications: Mobile Push Notifications and in-app messaging deliver critical updates reliably, ensuring stakeholders are promptly informed for quick decision-making, even when devices are idle.

Easy Data Sharing: PubNub Access Manager allows for simple data stream sharing with partners, improving collaboration and streamlining supply chain management.

Instant Communication: Our platform's chat features facilitate fast information sharing with all stakeholders, promoting effective communication and decision-making.

> "For our mobile app, PubNub powers everything. Being able to hook these real-time data changes into any of our services and push that data out on our client-side application is essential. "PubNub also supports our backend event-driven architecture, as we can subscribe to changes in relevant domains, then push those changes out to the clients via PubNub.
>
> — Jacob Richards
> **Staff Software Engineer, Mothership**

> "PubNub has really helped solve our challenge around real-time visibility. In terms of customer satisfaction and interest, PubNub has helped improve that—our customers love the real-time mapping and features.
>
> — Luke Douglas,
> **CTO, Tenna**

TRUSTED BY LEADING TRANSPORT & LOGISTICS BRANDS ACROSS THE GLOBE

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i6 Group

To overhaul and radically change the face of airline supply chains, i6 needed to build a reliable, all-in-one, end-to-end solution that airports could trust to provide accurate, time-sensitive notifications and status updates about fueling, catering, and other under-the-wing operations that minimize turnaround time and ensure flights will go on time worldwide. i6 needed a provider who could reliably send their mission-critical updates in real-time all over the world.

i6 Group uses PubNub to:

- Provide aviation fuel and logistics supply chains with an integrated end-to-end solution to manage key operations.
- Send Over 4M mission-critical messages per day.
- Live tracking dashboard used by over 130 airports globally to ensure planes are properly fueled and on time.
- Easily sync disparate back-end systems to provide an end-to-end service for airlines.

Mothership

With Mothership, carriers are able to find what shipment offers are available to them and accept an offer directly in the app. From there, carriers will receive the list of shipments and be notified about what order they need to be delivered in through shipment updates via PubNub—keeping all devices and relevant parties in the loop. Mothership also utilizes dashboards that provide real-time visibility, allowing their team to actively find and solve problems, like ensuring that freight gets picked up and delivered on time.

Mothership uses PubNub to:

- Push out data in real-time to their client-side applications reliably and at scale.
- Power real-time shipment updates, helping carriers deliver freight faster.
- Focus their development efforts on iterating quickly.
- Support their backend event-driven architecture, as they can subscribe to changes in relevant domains, then push those changes out to the clients via PubNub.

Tenna

With PubNub, Tenna's customers can see where an asset or vehicle is located on a map and watch it move in real time, which makes it easy to track when something is moving when it shouldn't be, or vice versa. This visibility is crucial in helping customers identify when vehicles or equipment are idling, prevents theft, curbs overall operational costs, and improves customer satisfaction. Tenna's customers have also been able to improve efficiency in their dispatch facilities to help reduce downtime, improve scheduling efficiency, and keep jobs on-time or under schedule so construction companies can fulfill their contracts and avoid penalties.

Tenna uses PubNub to:

- Power real-time asset location tracking, allowing customers to improve performance and efficiency.
- Improve customer satisfaction by increasing visibility into asset tracking.
- Harness and activate all of their real-time data at scale to support unlimited growth.
- Stream location data to see if assets are being underutilized and move them to new sites and rotate equipment to different jobs to help speed up construction.

Want to learn more about how PubNub can help you build, manage, and optimize your app?
Get in touch with our team.

Global, Real-Time Edge Messaging

- Bi-directional messaging (global)
- Full device support
- Runs on all systems (inc. legacy)
- Low latency and resilience at scale
- Access control
- Navigates firewalls and NAT environments
- Survives unreliable connectivity environments
- High-speed edge compute (build your own microservices, webhooks)
- Data portability (to leading cloud platforms and more)
- Enterprise-grade security (encryption, access control) and legislative compliance (SOC 2 Type 2, ISO 27001, GDPR, etc)
- Data stream syndication
- Data synchronization

Chat & Chatbots

- 1:1 and group chat (public/private)
- Access control
- Presence detection
- State detection
- Read receipts
- Chat alerts & notifications
- Extensibility for seamless integrations with other features
- Enterprise-grade security (encryption, access control) and legislative compliance (HIPAA, GDPR, SOC 2)
- WebRTC and VoIP signaling
- Trigger bot actions
- Text-to-speech
- Language translation
- Sentiment analysis
- Content moderation

Notifications

- Mobile push
- Web push
- In-app push
- Rich media notifications
- Event-based triggers
- Custom alert routing
- Trigger SMS or email
- Stakeholder alerts
- Freight matching alerts
- Excessive dwell time alerts
- Missed dock appointments
- Reminders and status updates
- Interest-based alerts
- Location-based alerts

Integration with Existing Systems

- Automated Real-Time Notifications
- Dynamic Route Optimization
- Maintenance and Safety Alerts
- Driver Behavior Monitoring
- Inventory Management:
- Customer Interaction/Engagement
- Compliance Monitoring
- Emergency Response Coordination
- Operational Analytics

Enable Connected Experiences

- Customer Support
- Dispatch & Tender
- Carrier Communications
- Shipment & Order Tracking
- Dynamic ETAs
- Inventory Management
- Rates & Transit Time
- Device Control (Cobots, Drones)
- Full extensibility for seamless integrations with other features
- Access control to manage complex data-sharing relationships

Why engineering and operations teams love PubNub

Our Edge Messaging network provides massive scale for event-driven applications.

- [50+ SDKs](#)
- <100ms latency
- 99.999% uptime SLA
- [65+ pre-built integrations](#)
- https://www.pubnub.com/trust/compliance/

- 24x7 technical support
- Free for POC development
- Global replicated PoPs
- Architecture reviews
- Supports millions of concurrent users

Why business operations teams love PubNub

Our advanced technology manages the backend infrastructure (and headaches) for you.

- **PubNub Insights** allows you to view turnkey analytics based on your messages, users, and channels

- **Analyze with AI** scans your data and generates natural language analysis tailored to your specific queries

- Over **60 patent claims** granted

- Runs on a **global, replicated edge messaging network** for massive redundancy

- Can lock data to specific regions for **regulatory compliance**

- **Functions** to run your code within our network or leverage existing integrations to transform, re-route, augment, filter, or aggregate messages

- **Zero-trust** security model

- **Automatic routing** to nearest PoP (similar to CDN) means low-latency for all users, regardless of location

- **PoPs synchronize so all users** get a single combined experience

- Message "catch-up" for unreliable connectivity environments

- **PubNub Access Manager** to protect your app with with a cryptographic, token-based permission administrator as well as regulate clients' access to PubNub resources, such as channels, channel groups, and User IDs

- **Auto message bundling** for performance on devices with slow connections

Over 2000 companies worldwide choose PubNub because we provide a comprehensive set of core building blocks to easily create interactive and connected experiences that are secure, scalable, and reliable. Looking to learn more about building with PubNub? **Get in touch with our team.**