



IDC Innovators

IDC Innovators: Geospatial Traceability and Analytics in Supply Chain, 2018

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THIS IDC INNOVATORS EXCERPT FEATURES: ROAMBEE

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: Geospatial Traceability and Analytics in Supply Chain, 2018 (Doc#US43316517).

Why Roambee Was Chosen as an IDC Innovator

Roambee uses IoT devices to relay transactional data live time, and it also has a platform to transmit and translate the readings into actionable information. The company has its own platform as well as a partner ecosystem of IoT platforms to relay real-time information on shipments and yard destinations and to enable visibility for everyone on the platform to track and monitor the conditions of their packages.

<p>FOUNDED</p>  <p>2013</p>	<p>FOUNDERS</p> <p>Sanjay Sharma Vidya Subramanian</p> 	<p>HEADQUARTERED</p> <p>Santa Clara, California</p> 	<p>NUMBER OF EMPLOYEES</p> <p>93</p> 	<p>GEOGRAPHIC MIX (% of revenue by major region)</p>  <p>60% NA 40% ROW</p>
<p>PRODUCT NAME</p> <p>Roambee Bee, BeeBeacon, BeeFleet, BeeLock, Honeycomb platform</p>	<p>PROFILED PRODUCT/SERVICE</p>  <p>Roambee's Bee, BeeBeacon, BeeFleet, and Honeycomb API</p>	<p>FUNDING</p> <p>Series A in July 2016: \$2.5 million Series B in January 2017: \$4.1 million</p> 		

IDC Innovator Assessment

- The Bee or BeeFleet IoT device collects geospatial information as well as temperature, humidity, and acceleration and impact information and relays it to a platform.
- The BeeCentral platform ingests information reads and consolidates and contextualizes the information for organizations to consume and plan against.
- The HoneyComb API enables partner ecosystems to call the data and connect with context in other systems to create a more holistic view for users and decision makers.

Key Differentiator

Roambee not only creates tracking information via its “Bee” device but also has a platform to contextualize the information and enable live-time analysis of the information. The combined ecosystem of IoT device, IoT platform, and outbound API offering to pass information through partners allows Roambee to compete in several different areas of the market. Through its platform or the various partners in its ecosystem, Roambee is able to capture live-time contextualized IoT data, which translates into smarter decisions for shipments in movement.

Challenges

While the tracking devices have a battery life that lasts around 100 days, there’s still an added step for handling and tracking battery life and location that adds to barriers of adoption. In addition, supply chains that are not cyclical may not get the granularity of those that are because of the risk of devices not coming back from one-way supply chains. For loads headed outbound with no return, there is a lapse in visibility or it is maintained at a much less granular level. Since the devices are a subscription/license model, the cost doesn’t translate to the end user, but if this becomes recurring, it may dissuade users.

IDC INNOVATORS IN GEOSPATIAL TRACEABILITY AND ANALYTICS IN SUPPLY CHAIN

The increased focus on the supply chain as a critical customer satisfaction lynchpin has led to more interest in traceability within the supply chain. No longer is understanding the shipment number and planned delivery window acceptable. Customers expect to know exactly where their goods are, and manufacturers aim to optimize their production processes and mitigate risk, down time, and inventory.

This IDC Innovators study identifies four emerging technology providers that have built tools to address geospatial traceability through a variety of mechanisms. From tracking sensors to predictive simulations of goods travel mapping, each vendor identified enables visibility into the movement of goods to further enable manufacturers, wholesalers, and retailers the peace of mind that their goods in transit are identified, and any risks they may encounter are anticipated and planned against.

IDC Innovators are emerging vendors with revenue <\$100 million that have demonstrated a groundbreaking business model or an innovative technology or both.

TECHNOLOGY DEFINITION

The IDC Innovators profiled in this study offer geospatial traceability or analytics tools. Traceability and analytics mapped globally is becoming vital to a successful distribution model and has become increasingly important to retail and wholesale in relation to consumer expectations. Each of the vendors included approached traceability or analytics in a different manner varying between hardware and software, but each brings to the table a way in which to understand proximity of goods, arrival windows, and risks associated within the supply chain.

IDC INNOVATORS INCLUSION CRITERIA

An IDC Innovators document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved

by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue <\$100 million at the time of selection.
- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

LEARN MORE

Related Research

- *IDC FutureScape: Worldwide Retail 2018 Predictions* (IDC #US42404617, October 2017)
- *IDC FutureScape: Worldwide Supply Chain 2018 Predictions* (IDC #US43146317, October 2017)
- *Addressing the Omni-Channel Distribution Dilemma Through Digitally Transformed Technologies* (IDC #US40839017, June 2017)

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