

# How Container Tracking Software is Helpful in Shipping Container Tracking?



When a shipment leaves the warehouse and is sent overseas, it can be tricky to locate your shipment's whereabouts and current status. This is where container tracking software can be of help.

Tracking software allows you to track the current location of your shipment on the world map and is used extensively by several businesses, logistics, and postal services since it helps them track all their international shipments.

It is estimated that by 2027, there will be [267 million active asset trackers](#) or container software in use globally across the logistics and supply chain industry, agriculture, mining, industrial automation, and construction.

## What is Container Tracking?

Container tracking is a type of supply chain management that monitors the shipment status, location and condition of the container, and container content using [RFID technology](#). A container tracking software is installed in the container, which provides real-time notifications to the decision-makers about its condition and whereabouts.

Shipment tracking helps the managers keep track of the order storage, container location, conditions, and shipment status, who then monitor the container status from anywhere, anytime.

The main goal is to make the assets, equipment, and valuable items secure to enhance asset control and performance and reduce the chances of equipment damage or loss.

# How Does Container Tracking Help in Tracking Shipments?

The logistics and supply chain processes are complex, and any cargo sent internationally is at risk of getting lost unless the sender knows precisely where the container is.

When a sender company sends a container of products to a liner company by paying delivery charges, if by any chance the shipment is offloaded during its journey at a port, the second party will not be aware of its location until it leaves the port.

Consequently, the shipment can get delayed for months and cause inconvenience to the liner company that will not receive it on time. To avoid this mishap, this is where container tracking software can save the day.

Using asset tracking and management systems, many liner companies can easily trace and track the location of their containers to determine the time of delivery and location of the cargo.

## Benefits of Container Tracking Software

Container tracking software is a technological solution that has been designed to help companies ship their goods to their customers. The most advanced models can monitor the shipment from the first step right up to the moment it reaches its destination. Here's a list of the benefits container tracking software can have for logistics and other businesses:

### Improved shipping efficiency

The logistics department is at the heart of your business, so you need the right tools to keep it running as efficiently as possible. Container tracking software can help you do that by streamlining the shipping process. With the help of a container or asset tracking system, you can reduce the number of mistakes made by your shipping department, which in turn will improve the timeliness of your shipments and cut down on the costs of shipping.

### Supply chain control

When the sender or liner companies face any issues moving goods or receiving them, it can lead to additional expenses. Using a container tracking tool can minimize the chances of displacement of your shipment and allow safe delivery. You can track all shipments from the first step right up until the moment they reach their customers, so you'll know exactly where your goods are and when they will be delivered.

### Real-time shipping monitoring

Asset tracking provides you with real-time shipping monitoring that allows you to monitor shipping progress. The most advanced models will enable you to track shipments in real-time, so you can monitor shipping progress and take the necessary action in case any delays occur.

## Conclusion

Container tracking has revolutionized the logistics and transport industry with its fast and efficient tracking of valuable goods. It has helped many businesses manage their shipments and deliverables effectively, reducing the chance of spending an extra amount in case of shipment delays.