Rethinking Supply Chain Control in the Digital Era

IATA 2025





\$35B

lost annually due to supply chain failures

50%

of temperature excursions occur at airports

Rising Risks, Rising Costs: Can Pharma Keep Control?





From Missed Interventions to Medicine Shortages: The Measurable Consequences of a Fragile Pharma Supply Chain











"You can't solve today's problems with yesterday's tools."

— Buckminster Fuller



The Journey from Reactive Operations to Predictive Control

STAGE 1

Traditional

Compliance

Data Intelligence: Excel/PDFs, delegated to forwarders; static documents

Data Collection: USB loggers — post-shipment only, limited to audit evidence

STAGE 2

Awareness

Audit pressure & inefficiency recognition

Data Intelligence: Pilots with digital LRAs; no global strategy, inconsistent templates

Data Collection: USB loggers still dominant; early exploration of reusable devices, but data remains offline

STAGE 3

Active

Efficiency & standardization

Data Intelligence: Standardized digital LRAs rolled out; approval workflows in place; dashboards emerging

Data Collection: Mix of USB and reusable loggers; some central data capture, but limited automation

STAGE 4 Integrated

Visibility & proactive mitigation

Data Intelligence: LRAs connected with monitoring, packaging, ERP/QA systems; predictive analytics in play

Data Collection: Real-time IoT loggers + IATA ONE Record pilots → enabling standardized, API-based data sharing across partners

STAGE 5

Transformational

Agility, resilience & competitive differentiation

Intelligence: Fully integrated, Alenabled LRAs; ESG, risk, and operational data unified in control towers

Data: End-to-end real-time visibility platforms; IATA ONE Record fully adopted → single source of truth for shipment events, fully embedded into predictive LRA models





Looking at the maturity curve — where would you place your organization today?



Do you know how to move forward?



Contact us for a free digital maturity assessment



