MyOOCLReefer



Maintaining product quality throughout a global shipment using reefer containers can present formidable challenges. The actual operating conditions of the reefer, coupled with delays and interruptions for various reasons can extend the transit cycle, placing temperature and time-sensitive goods at risk.

In such scenarios, you might opt to obtain reefer monitoring services from the carrier to keep track of the reefer's status. However, this approach is subject to whether the carrier offers tracking services and the proficiency of such capabilities. Some carriers' tracking services may not accommodate shipments involving multiple stops and drops or tracking on a cargo level basis.

As an alternative, shippers could place static temperature data loggers inside the reefer, collecting data after the transportation is completed. However, this method offers little support for corrective action to be taken in response to abnormal incidences. You may also consider subscribing to real-time information services offered by sensor suppliers, though this data often lacks context as it's not associated with shipping milestones or schedules. This requires additional and often cumbersome verification steps to confirm the condition of your goods.

Consequently, gaining a definitive and consolidated understanding of the status of dozens or even hundreds of shipments becomes increasingly challenging. As a result, these approaches provide little to no room to enable proactive planning and coordination in the event of unexpected incidents.

Technology support for MyOOCLReefer is provided by IQAX, a subsidiary of Orient Overseas (International) Limited.

A Smart Reefer Online Platform

MyOOCLReefer (MOR)

Boost your capabilities in tracking and monitoring reefer cargo

The team of reefer specialists at Orient Overseas Container Line (OOCL) is steadfast in their commitment to deliver premium transportation services and comprehensive cold chain management solutions to their valued customers. Over the years, the focus has not only been on progressive upgrades of reefer equipment on IoT-enhanced smart reefers, but also on refining our online service platform, MyOOCLReefer (MOR). By harnessing the power of artificial intelligence, MOR provides a seamless and intuitive platform for tracking all your refrigerated cargo shipments. It offers an unprecedented level of real-time visibility and reefer condition monitoring, enabling you to maintain optimum control over your cold chain logistics.

OOCL meticulously analyzes and optimizes information sourced from a myriad of data points, including sensors and IoT devices. This data is then integrated with artificial intelligence and big data algorithms to provide timely and intelligent alerts, aiding our users with their cargo monitoring and cost management. Shippers of refrigerated goods can stay up-to-date with the precise location and condition of their reefer containers thanks to real-time updates. Crucially, they are promptly notified with smart alerts and corrective measures for any potential issue affecting their cargo. This ensures their goods reach their destination in peak condition.

Scan the code to download the APP

Request a demo via email -
myooclreefer@oocl.com

We take it personally

Copyright © 2023 by Orient Overseas (International) Limited | Visit us at http://www.oocl.com/



Stay Informed on All Aspects of Your Cargo's Status and Environmental Conditions

Supporting end-to-end visibility throughout the entire transportation process on land and sea from door to door.

- Generate proactive notifications to keep you up-to-date on the arrival or departure of your shipment in critical stages of transit.
- Provide estimated time of arrival (ETA) for each leg of the journey until the final destination is reached ensuring you always have a handle on your shipment.

- Monitoring Cargo Conditions During Transit
  - Monitor relevant parameters in accordance with the pre-set values listed in the reefer's shipping documents or settings chosen by customers and send timely deviation alerts to ensure the safety and integrity of your goods. These parameters include temperature, oxygen, carbon dioxide, humidity and door-open alerts.
  - Assist in identifying exceptions that might affect the condition of your cargo.
  - Filter out false alarms so that you receive only those alerts that relate to potential anomalies, fortified with predictive analysis from artificial intelligence.

- Ensuring Cargo Safety and Compliance
  - Generate temperature compliance reports at the click of a button.
  - Gain access to crucial information on container location, handover and custody, providing key evidence for tracing irregularities and lodging potential claims.

01

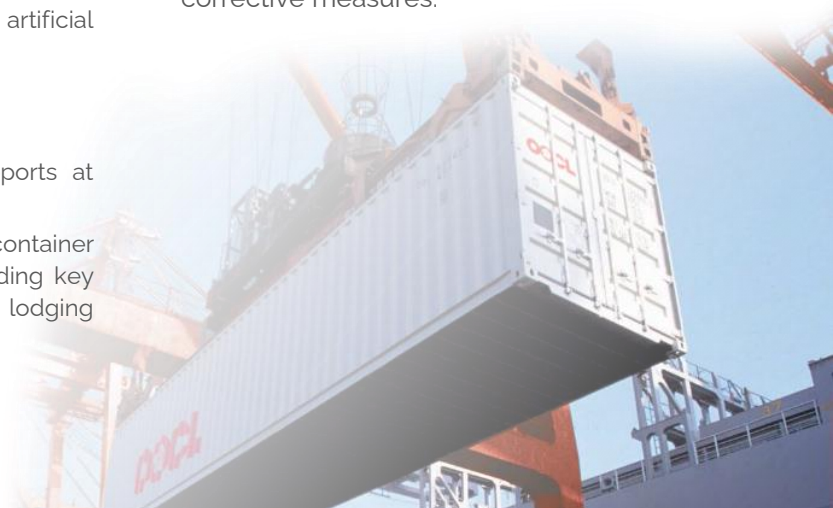
View the status of your refrigerated goods on a single platform, saving you time spent on searching and analyzing shipment updates.

02

Our round-the-clock customer service team is available to address all your reefer-related concerns, thereby substantially reducing the entry barrier to using the technology and platform.

03

Leveraging OOCL's extensive shipping history, rich domain knowledge, and artificial intelligence technology, the system issues smart alerts, enabling you to receive immediate notices in the event of shipment anomalies and enabling you to take timely corrective measures.



MyOOCLReefer is your optimal solution.

Copyright © 2023 by Orient Overseas (International) Limited | Visit us at http://www.oocl.com/