SenseAware provides a level of visibility never before possible in shipping—including location, temperature, light exposure and more—all in near real-time. What does this depth of information mean for your business? The benefits go well beyond logistics to security, quality assurance and customer service.

In 1978, FedEx founder and CEO Fred Smith made history with the statement, "The information about the package is as important as the package itself." And it’s never been more true than today. That’s why we’ve revolutionized the shipping industry yet again by developing a first-of-its-kind information service, SenseAware™ powered by FedEx.

SenseAware Benefits: Solutions That Go Beyond Logistics
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- **Insight**
  Evaluate your existing operations and processes before a critical situation arises.

- **Assurance**
  Gain peace of mind in every package as you track precious, and even irreplaceable, goods.

- **Service**
  Stay ahead of the information curve to make informed decisions on behalf of your organization and your customers.

- **Control**
  Get near real-time access to shipment conditions and, with FedEx Priority Alert® and FedEx Custom Critical® intervention services,* the opportunity to intervene when the unexpected occurs.

We’re changing the future of shipping. This time, by thinking inside the box.

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Introducing SenseAware™ powered by FedEx.

SenseAware is a first-of-its-kind service that provides near real-time access to your shipments’ vital statistics—and the ability to collaborate and share that information with your business partners. The service integrates an advanced multi-sensor device that travels inside your shipments with a powerful web-based application, enabling you to stay connected when contents are critical.

- **Current location**—Know where your shipments are in near real-time.
- **Accurate temperature**—Verify the temperature of sensitive shipping environments, and receive immediate notification if they go out of a specified range.
- **Exposure to light**—Recognize if your shipments have been opened or if their contents have been exposed to light.
- **Relative humidity**—Observe moisture levels inside your shipments.
- **Barometric pressure**—Detect changes in the levels of atmospheric pressure that your sensitive products are exposed to.

Know more about your shipments than you ever thought possible.

Visibility
SenseAware gives you an understanding of product conditions inside the box as the package travels along its journey, and sends alerts when contents have gone outside a specified range. It also brings to light new information on routes, transfer points, potential bottlenecks and more.

Process Optimization
SenseAware reports data that will allow you to test assumptions about packaging, storage and transportation methods to ensure that your business is operating as efficiently as possible. You will be able to identify and address root causes of logistics challenges, ultimately reducing loss.

Intervention
Working in combination with SenseAware, FedEx Priority Alert® and FedEx Custom Critical® monitoring and intervention services* offer an extra layer of visibility and security. Your ability to stay ahead of the information curve and rectify shipment excursions will build confidence between you and your business partners.

Collaboration
Once you are comfortable with the visibility SenseAware provides, you can opt to invite the recipient, distributor, manager and other stakeholders to see shipment information in near real-time. Collaboration through SenseAware will enable faster decision-making, saving valuable time and resources if an exception occurs.

With SenseAware™, you can...

- **Gain access to the vital statistics of shipments** while they are in transit.
- **Receive alerts when changes occur** in location, temperature and light exposure.
- **Opt to share near real-time information** from “inside the box” with invited participants.
- **Utilize FedEx Priority Alert or FedEx Custom Critical monitoring and intervention services** to react quickly to unexpected excursions.
- **Investigate the shipping environment** in order to better understand the nuances of your supply chain.

Through customer-driven feedback and our co-creation process, SenseAware continues to evolve and add new features, providing solutions across business departments—from logistics and security to quality assurance and customer service.

“In the very beginning, what got our attention was the [location] capability that will tell us where our stuff is... Today, what we have in our mind is really using SenseAware to be able to manage our inventory, to manage our supply chain.”

—Arthur Zheng, Senior Director
Supply Chain Logistics Integration, Medtronic

*Use of FedEx Priority Alert and FedEx Custom Critical intervention services requires a separate contract. FedEx Custom Critical intervention services are only available on FedEx Custom Critical shipments.