

PROUD TO BE A



CEO

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OnAsset Intelligence Wins D CEO & Dallas Innovates' Top Honors for Innovation in Supply Chain Technology

CEO Adam Crossno reflects on the company's early years, 2021 and what's in store for the future in a Q&A with D CEO

As a founder, what was the 'Aha!' moment that fueled your company's creation?

We had a meeting early on with senior executives from one of the world's largest logistics companies. We put our tracking device on a shipment and dropped it off at their DFW airport depot to be delivered back to us during our meeting the next day. The package was delivered during our meeting, and we logged into our software to look at its route. We discovered it had flown to the east coast to a large sortation center, only to be loaded back on an aircraft and flown right back to that same DFW airport depot the next morning. It travelled nearly a thousand miles overnight to get delivered to our office, which was less than 3 miles from where we dropped it off the day before.

The executives' jaws hit the floor, and it was then that I realized we had better visibility into their operation than they did. I knew we were on the right path because our product gave them insight beyond what their own systems provided.

That meeting really put a lot of wind in our sales early in the company's life. If we were able to enlighten this highly sophisticated company, what else could we accomplish? The opportunities seemed, and are, endless.

What is the toughest business challenge you've faced, and how did you overcome it?

Our product was ahead of its time. We had to create the category and do a lot of educating on the benefits to sell initially. From there, it sold itself and we grew a lot through referral.

What were your company's most memorable milestones in 2021?

At the start of the year, OnAsset technologies played an important role in the shipment of COVID vaccines. Our tracking devices were chosen by one of the world's largest shippers because the technology reliably delivers not only details on the whereabouts of the shipments, but also monitors a host of environmental details including temperature which was critical with the vaccines.



OnAsset CEO Adam Crossno

Later in the year, we launched our new flagship tracking device that includes LTE technology and a host of other wireless and sensor features to offer unprecedented capability for use in the global asset management and tracking space.

What trends are propelling innovation in your industry?

COVID vaccine shipments certainly shone a light on the need for supply chain visibility and condition monitoring. From there, we entered the era of the Great Supply Chain Log Jam of 2021. So, a supply chain that once hummed along in the background – virtually unnoticed – is now headline news.

From the consumer side, Amazon has created a Pavlovian expectation. We click order, then we watch and wait. We know where our shipment is at all times. That level of expectation and detailed insight has seeped into the B2B realm. The supply chain, which had been somewhat of a dinosaur, now wants to track and control shipments. There are tremendous business and sustainability advantages to keeping shipments on track and businesses are now seeking solutions.

What has you most excited about the future?

Demand for supply chain visibility has arrived. The continued proliferation of connected things, the real-time visibility OnAsset provides, and the opportunity to harness the data we collect to derive insights via machine learning and artificial intelligence will drive enhanced quality and process automation throughout the logistics industry, and that is very exciting.

Once all the dusty, dark corners of the supply chain are lit up with visibility - speed will increase, quality will improve, and deeper collaboration among the players in the supply chain will be the norm. Shipments won't get lost, perishable products and medicines won't spoil, theft and black-market diversion will wither and die, and security and sustainability will thrive. Supply chain may seem like a boring topic, but it's really the under-appreciated nervous system of our lives as we're learning through today's disruptions. The opportunity to participate and help lead the visibility revolution is exciting and rewarding.