



When Failure is Not an Option in the Supply Chain LaserShip and Southwest Airlines Cargo Deliver



Southwest Customer

Type:

Priority Courier

Industry:

- Aviation
- Life Sciences
- Oil & Gas

Shipping Requirements:

- Timeliness
- Uncompromising reliability
- Visibility
- Adherence to cold chain protocols

For More Information:

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LaserShip provides same day delivery services that support mission critical operations in a number of industries, including aviation and life sciences. “Our business is based on timeliness and reliability,” states Joseph G. Jarvis, Vice President of Global Critical Delivery for LaserShip. “Companies come to LaserShip when there can be no exceptions when it comes to delivering their cargo on time.”

Consider the costs associated with an airplane sitting on a runway awaiting a critical part. The opportunity costs; the Customer dissatisfaction; and the incremental costs associated with putting passengers up in a hotel overnight not only damage an airline’s brand—but they also impact the bottom line. Regardless of whether it’s a \$300,000 engine component or just a particular type of bolt, every airline part shipped through the supply chain must arrive on schedule without exception.

“Some of our life sciences Customers ship tissue samples, organs and blood products to labs and hospitals all around the country. Beyond the timeliness issue—there’s also a human element—as many of these shipments are being sent to-and-from family members. With this type of cargo, we’re always interested in knowing exactly where it is, while also ensuring a strict adherence to cold-chain protocols,” states Jarvis.

In order to meet its Customers’ needs, LaserShip works with trusted Partners like Southwest Airlines Cargo®. “The team at Southwest is extremely progressive when it comes to same day shipping. They understand our needs, they provide the same day flight options we require, and they’re now providing the asset tracking technology that’s critical to our business,” adds Jarvis.

“Once the FAA approved wireless tracking technology for commercial airlines, Southwest became the first airline to accept tracking devices on its aircraft,” adds Jarvis. “The very same day Southwest announced approval, LaserShip was the first company to use the devices to track the progress of our shipments.”

“This technology provides visibility throughout the entire supply chain, and when you’re working with the types of companies that we work with, location and temperature tracking are critical to meet our Customers’ needs. We pride ourselves on hyper efficiency, and working with a trusted Partner like Southwest Airlines Cargo helps us provide better, faster, and more reliable shipping services to our Customers,” concludes Jarvis.

When failure is not an option in the supply chain, LaserShip is watching. For more information, visit www.lasership.com.



The Southwest Team
is committed to
LaserShip’s success.