

# Upstream Visibility

Without Cygnus

Using **CYGNUS** Riskpulse

March 1, 12:00 am CST

00 hours, 00 minutes

March 1, 4:29 am CST

Osterman Manufacturing receives first notification of potentially hazardous conditions in their Daily Risk Outlook.  
Osterman is aware of the coming storm and can begin planning.



March 2, 12:00 am CST

23 hours, 48 minutes

March 2, 4:17 am CST

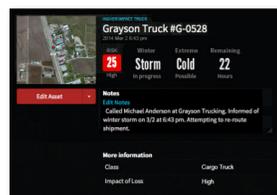
Updated forecast of hazardous driving conditions trigger a winter storm warning and wind chill advisory issued for extreme danger of freezing.  
Osterman focuses their communication on the area west of Memphis.



38 hours, 14 minutes

March 2, 6:43 pm CST

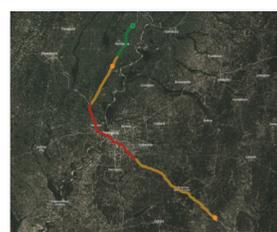
After receiving the storm warning on his mobile phone, the Senior Manager alerts Grayson Trucking of escalating snow conditions. This is noted in the supplier "Notes" field to ensure all users within Osterman are informed of the actions being taken.  
Using the "Notes" feature, Cygnus allows Osterman to quickly share information with their team.



39 hours, 58 minutes

March 2, 8:27 pm CST

After alerting dispatch, the Senior Manager uses Cygnus' routes feature to assess the severity of the conditions.  
Decision made to pull additional parts ahead of the impending storm. Osterman informs Grayson Trucking of their decision.



42 hours, 12 minutes

March 2, 10:41 pm CST

Freezing rain begins creating a thin layer of ice on area roadways.

43 hours, 11 minutes

March 2, 11:40 pm CST

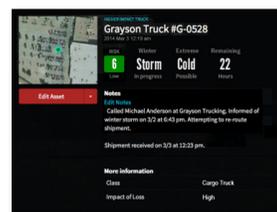
Sleet begins in Memphis adding an additional thin layer of ice on area roadways.

March 3, 12:00 am CST

43 hours, 50 minutes

March 3, 12:19 am CST

First report of snow at Memphis Airport. The Grayson truck containing additional parts is received on time without any damage to the truck.  
The advanced warning combined with efficient tools for team communication and route planning has streamlined Osterman's response and minimized down time.



47 hours, 17 minutes

March 3, 3:46 am CST

Wind chill drops down to -2 degrees.

March 3, 8:42 am CST

52 hours, 13 minutes

Grayson Trucking relay drivers report ice storm in Memphis.  
Now that the ice storm has begun, the time available for distributing necessary information is very small.

March 3, 9:15 am CST

52 hours, 46 minutes

Senior Manager speaks with Grayson dispatch about escalating snow conditions.  
The Senior Manager searches the web to determine the risk of sending his drivers into these conditions and what other options are available.

March 3, 1:30 pm CST

57 hours, 01 minute

Osterman escalates weather conditions to Grayson, and advises supply drivers to keep trying. An hour later Grayson informs Osterman traffic is at stand still on I-55.  
Without effective route planning, Grayson's drivers aren't advised to take a safer path.

March 3, 8:00 pm CST

63 hours, 31 minutes

Drivers have run out of time. The trailers have become frozen. The Senior Manager is unable to source any expedited carriers in Memphis, leading to shut down of Line 1.  
Due to the lack of advanced warning from Cygnus, combined with insufficient software, Osterman is unable to properly prepare or take action during the winter storm.

## Know sooner and act faster with Cygnus

By utilizing Cygnus, Osterman was notified and able to respond to the threat days earlier. Without Cygnus, days that could've been spent planning and executing a better strategy were lost, resulting in extra expense and ultimately, plant downtime. Cygnus lets you know sooner and act faster. To learn more, email us at [sales@riskpulse.com](mailto:sales@riskpulse.com) or call **1-800-645-8480**.

