



CASE STUDY

Linfox Vietnam Transforms Warehouse Safety with Rainscales eMagicEyes AI Computer Vision



Case Study

Overview

Background

Linfox is Asia Pacific's largest privately-owned logistics company, operating in 11 countries with over 11,000 full-time employees and more than 8,300 vehicles. In Vietnam, the company manages a subcontractor fleet of 1,000 vehicles and runs major distribution centers in Bac Ninh, Da Nang, and Binh Duong.

With over 63,000 pallet positions, 300–500 daily truck movements, and 24/7 operations, ensuring safety at scale is a complex challenge. Linfox Vietnam set out to improve incident prevention, SOP compliance, and visibility—without adding more manual supervision.

Challenges

Linfox needed a scalable, real-time solution to monitor, detect, and reduce safety risks. Key challenges included:

- ✓ High-risk behaviors from personnel and material handling equipment (MHE)
- ✓ Limited real-time awareness of SOP violations at entry, exit, & loading zones
- ✓ Delays in incident detection and root cause analysis
- ✓ Gaps in consistent safety behavior across shifts and locations

Solution:

RAINSCALES EMAGICES EYES AI COMPUTER VISION PLATFORM

Linfox partnered with Rainscales to deploy its eMagicEyes AI computer vision platform, integrating 60 AI-enabled CCTV cameras across multiple Vietnam sites. The system delivered real-time alerts, behavioral insights, and automated reporting tailored to Linfox's operating environment. The platform empowered frontline leaders through dashboards, chat-integrated alerts, and role-based escalation.



Mark Rowley

Director of Security, Safety & Compliance
Linfox Vietnam

“ eMagicEyes provides real-time monitoring and intelligent detection that helps us identify risks faster, ensure compliance, and drive safer behavior across our workforce.

eMagicEyes

was configured to detect:

- ✓ MHE operations with raised loads or excessive pallet stacks
- ✓ Personnel not using designated pedestrian walkways
- ✓ Use of phones during equipment operation
- ✓ Unattended pallets left on floor beyond SLA
- ✓ Missed drug/alcohol screenings at site checkpoints
- ✓ Unauthorized access to restricted warehouse zones



Results



Safety Impact

Real-time visibility allowed supervisors to intervene immediately—before incidents occurred.

“ We knew we didn’t just need more data—we needed smarter visibility. eMagicEyes gave us actionable insight, not noise, and helped embed safety into how we operate every shift.

— Filip Jankovic, Country Manager, Linfox Vietnam

KEY STATS

34%

in high-risk MHE behaviors within the first 90 days

99%

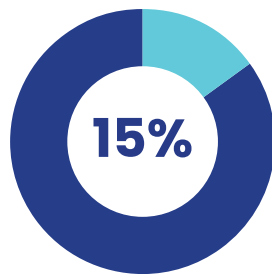
Zero tolerance violations (e.g., alcohol testing) improved compliance from 87% to 99%

41%

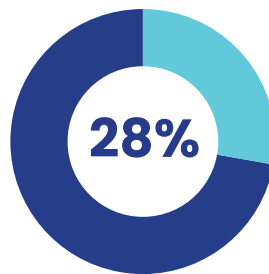
Unsafe pedestrian behavior dropped by 41% across all monitored zones



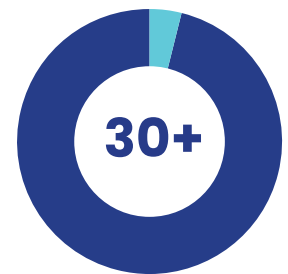
Operational Efficiency



Reduction in idle pallet time due to automated alerts



SOP violations at entry/exit gates decreased by 28% in the first 2 months



Hours per month of manual safety inspection time eliminated per site

Cultural Shift

1K+
employees

engaged through toolbox talks and rule-change workshops

AI
rules

were tuned collaboratively with site teams, improving trust and adoption

Data
insights

now feed continuous improvement (CI) programs at every level

eMagicEyes Linfox Vietnam Case Study
www.rainscales.com