# Unbroken Ensures Logistics Continuity During Disasters

# Because logistics should not stop, even when everything else does

Stockholm, Sweden - November 15, 2025 - Chaos Coders announced the release of *Unbroken* - its disaster-resilient logistics tracker designed for logistics operations managers in private and public sector organizations, ensuring continuity of essential logistics operations during catastrophic events. In times of disruption such as earthquakes or extreme weather, managers can utilize Unbroken to maintain visibility and coordination across logistics handoffs, even without internet connectivity. The lightweight mobile app allows users to scan items, log their condition, and sync data once connectivity is restored, preventing major disruptions and potential revenue loss due to delays and lost items. Unbroken is now available to logistics operations teams in healthcare, food supply chains, and other essential services.

Logistics operations managers in medium to large-scale organizations are increasingly confronted with the reality that disruptions caused by catastrophic events can lead to significant operational challenges. During such crises, the lack of visibility and coordination can result in potential revenue losses of up to 15% annually. These disruptions are not just financially damaging; they jeopardize the timely provision of critical goods and services, particularly in sectors like healthcare and food supply chains, where delays can have dire consequences. Furthermore, companies report that as much as 70% of their logistics operations are adversely affected when connectivity is lost, underscoring the urgent need for reliable tracking and management solutions in these high-stakes environments.

Unbroken addresses the critical challenge of maintaining logistics continuity during disasters by offering a reliable logistics tracking solution that operates seamlessly, even without internet connectivity. This innovative mobile app allows logistics operations managers to scan items, record essential data such as location and condition, and update package statuses in real-time, ensuring visibility and communication across multiple handoffs. With Unbroken, users can confidently navigate disruptions, knowing that all collected data will automatically sync once connectivity is restored. By empowering logistics teams to manage their operations effectively during emergencies, Unbroken transforms crisis management into a streamlined and controlled process.

"Unbroken is more than just a logistics tracker; it's a lifeline for operations that need to keep moving even in the toughest times. We've heard directly from logistics managers about their struggles during catastrophic events, and this solution directly addresses those pain points, ensuring they can maintain essential services without disruption. Our vision is for organizations to stay resilient and deliver critical goods - because logistics should not stop, even if the world does," said Kasja Grip, Chief Operations Officer at Chaos Coders.

When disaster strikes, the logistics operations manager opens the "Unbroken" app on their smartphone, immediately greeted by a clear dashboard showing all active logistics nodes, even without internet connectivity. Next, they easily scan items using their device’s camera or RFID reader, quickly logging each item's condition and location. Then, they can update the status of shipments with just a few taps, allowing them to maintain real-time visibility across their operations. As they work, they feel confident knowing that all data will automatically sync once the network is restored, providing a reliable trail of custody. This straightforward process helps them coordinate effectively with their teams, ensuring essential goods and services reach their destinations on time, ultimately transforming their crisis management into a seamless operation.

"Before we started using Unbroken, keeping track of our shipments during a storm was a complete nightmare; we lost thousands because we couldn't release items when the internet went down," said Anna Karlsson, 42, a logistics manager from Getinge. "After we started using Unbroken, our teams can continue to deliver the critical equipment to hospitals and emergency units - at the time when the need it most. Now, even when the networks are out, I can update shipments without missing a beat. Just last week, when we had compete power outage for 16 hours, I managed to log the condition of our supplies and ensure they got to the hospital on time, and everything synced back perfectly afterwards. This has completely transformed our operation; I feel we can handle crises rather than just react to them. I’ve been telling everyone in my network about it - this is a must-have for any logistics team!"

Go to Unbroken.work to find out more and get started.

# Frequently Asked Questions

# Customer FAQs

**Q1: What is the pricing model for Unbroken, and what value can I expect from it?**

A1: Unbroken offers a tiered subscription model tailored for medium to large-scale organizations, ensuring flexibility depending on the size of your logistics operations. Pricing is based on the number of users and features required, ensuring you pay only for what you need. The value of Unbroken lies in its ability to prevent revenue losses of up to 15% during disruptions by maintaining continuity of logistics operations. Moreover, it streamlines crisis management, reduces the risk of lost items, and improves overall operational efficiency during critical times, ultimately saving costs in the long run.

**Q2: How does Unbroken work during a disaster when connectivity is lost?**

A2: Unbroken is designed to function seamlessly even without internet connectivity. The mobile app provides logistics operations managers with a clear dashboard showing all logistics nodes. Users can scan items using their device’s camera or RFID reader to log condition and location, and update statuses in real-time. All collected data will automatically sync once connectivity is restored, ensuring that teams maintain visibility and coordination across multiple handoffs without missing a beat during emergencies.

**Q3: What kind of support and customer service can I expect when using Unbroken?**

A3: We prioritize customer satisfaction and offer comprehensive support through various channels. Users can access a dedicated support team via email, phone, or live chat for real-time assistance. Additionally, we provide an extensive knowledge base with tutorials, FAQs, and best practices to help users maximize the benefits of Unbroken. Regular training webinars and onboarding sessions are also available to ensure your team is well-versed in using the app effectively.

**Q4: How do I implement Unbroken in my organization, and what does getting started look like?**

A4: Implementing Unbroken is straightforward and involves a few key steps. First, you can sign up for a trial or subscription on our website, where you'll receive detailed onboarding instructions tailored to your organization's needs. Next, we will guide you through setting up user accounts, configuring settings, and integrating any existing systems. Comprehensive training sessions will help your logistics team become familiar with Unbroken's features. Most organizations can expect to be fully operational within a few days, depending on team size.

**Q5: Is Unbroken compatible with my existing logistics systems, and can it be integrated easily?**

A5: Unbroken is designed to integrate smoothly with various existing logistics management systems. Our development team works closely with clients to ensure compatibility and to facilitate integration without disrupting your current operations. We provide APIs and documentation that allow for seamless data transfer between Unbroken and your existing systems, ensuring that your logistics processes remain efficient and uninterrupted during the transition.

**Q6: What features does Unbroken offer, and are there any limitations I should be aware of?**

A6: Unbroken offers a robust set of features designed to enhance logistics continuity, including real-time item scanning, status updating, condition logging, and offline functionality. However, it's important to note that while the app is optimized for disaster scenarios, it may not include advanced analytics or reporting functionalities that some organizations may require. We continually gather customer feedback to expand our features and address any limitations, so stay tuned for future updates.

**Q7: How does Unbroken address security and privacy concerns related to data handling?**

A7: Unbroken takes security and privacy very seriously. We utilize industry-standard encryption protocols to ensure that all data, both in transit and at rest, is protected from unauthorized access. Additionally, we comply with relevant data protection regulations, and we have strict policies in place to manage user access and data privacy. Regular security audits and updates are conducted to safeguard your organization's sensitive information, providing peace of mind while using our app.

# Stakeholder FAQs

**Q1: What is the business model for Unbroken, and what is the projected revenue potential?**

A1: Unbroken will operate on a subscription-based model, where organizations pay a monthly or annual fee based on the number of users or logistics nodes they require access to. This model ensures recurring revenue, allowing for predictable cash flow and scalability. We estimate that if we capture just 5% of the logistics operations managers in our target sectors (healthcare, food supply chains, etc.), we could potentially generate annual revenues in the range of $15 to $30 million. Additionally, we plan to introduce tiered plans that provide extra features or services, enhancing our revenue potential as we grow.

**Q2: What are the primary risks associated with launching Unbroken, and how do we plan to mitigate them?**

A2: The main risks include technological failures during critical times, market acceptance challenges, and competition from established logistics software providers. To mitigate these risks, we will conduct rigorous testing of the app in various disaster scenarios to ensure reliability. We will also engage early adopters to gather feedback and improve our offering prior to a wider rollout. Additionally, we will monitor the competitive landscape continuously and adjust our marketing strategies to highlight Unbroken's unique offline capabilities, ensuring we meet market needs effectively.

**Q3: What is the rollout strategy and timeline for Unbroken?**

A3: The rollout strategy involves a phased approach. We plan to begin with a pilot program involving select organizations in the healthcare sector within six months of launch to gather real-world insights and make necessary adjustments. Following the pilot, we aim for a wider launch across targeted industries within the following 12 months, leveraging success stories and case studies as marketing tools. Overall, our goal is to reach full-scale deployment within 18 months, after which we will focus on expanding our market presence across additional sectors.

**Q4: How do we plan to scale Unbroken in response to potential customer demand?**

A4: Scaling will involve both technical and operational strategies. We plan to enhance our server capabilities and infrastructure to handle increased user loads, ensuring app performance remains optimal as user numbers grow. Additionally, we will strengthen our customer support channels and invest in training resources to support new users. As demand increases, we will explore partnerships with logistics providers and industry associations to expand our reach and integrate Unbroken into existing supply chain systems.

**Q5: What resources will be required to successfully implement and maintain Unbroken?**

A5: Successful implementation will require a cross-functional team including software developers, UX/UI designers, and logistics industry experts. We will need to allocate budget for ongoing development, customer support, marketing, and infrastructure. Initially, we estimate requiring a budget of $3 million for the first year, which will cover employee salaries, technology investment, and marketing expenses. As we grow, we will seek additional funding to scale operations and enhance features based on customer feedback.

**Q6: What success metrics and KPIs will we use to evaluate Unbroken's performance?**

A6: We will track several key performance indicators, including customer acquisition rates, user retention rates, and monthly active users. Additionally, we will measure customer satisfaction through Net Promoter Scores (NPS), and assess the app's performance in real-world disasters by tracking the percentage of successful operations completed without interruption. Revenue growth will also be a critical metric, alongside feedback from user surveys to ensure we are meeting the evolving needs of our customers.

**Q7: How do we plan to navigate the competitive landscape of logistics software?**

A7: Our competitive strategy centers on Unbroken’s unique offline functionality, which addresses a significant gap in the current market. We will conduct comprehensive market analysis to identify key competitors and their weaknesses. Our marketing efforts will focus on showcasing customer testimonials and case studies that highlight Unbroken’s effectiveness in maintaining operations during disasters. Additionally, we will adjust our pricing strategy to remain competitive while emphasizing our distinct value proposition that prioritizes resilience and continuity in logistics.

**Q8: What technical challenges might we face during implementation, and how do we plan to overcome them?**

A8: Potential technical challenges include ensuring reliable data synchronization once connectivity is restored and maintaining app performance in low-resource environments. To address these, we will implement robust offline data management solutions and conduct extensive beta testing in diverse scenarios to identify and rectify performance issues before the official launch. Furthermore, we will adopt agile development practices to allow for rapid iteration and responsiveness to any technical challenges that arise during the rollout phase.