

## Hill & Markes

### Introduction

This case study of Hill & Markes is based on an August 2019 survey of Omnitracs customers by TechValidate, a 3rd-party research service.



“Omnitracs cloud-based solution has completely revamped our routing process as well as our Transportation team as a whole. Allowing one system to seamlessly transition routing to dispatching to proof of delivery and ELD’s has eliminated a significant volume of extra work and allowed us the ability to look further into our routing and increase efficiencies. ”

### Challenges

The business challenges that led the profiled company to evaluate and ultimately select Omnitracs:

Moved from Omnitracs’ on-premise routing and dispatching software to their cloud-based solution for the following:

- To upgrade from their aging technology
- For the new features in Omnitracs One that aren’t available in RTS
- For the predictable Monthly Fee

Evaluated the following before making the decision to upgrade to Omnitracs’ cloud solution:

- Descartes
- Verizon/Telogis/Fleetmatics
- Appian/Trimble/Peoplenet

### Use Case

The key features and functionalities of Omnitracs that the surveyed company uses:

Omnitracs cloud-based products they use daily:

- Routing
- Dispatching
- Mobile driver app
- Telematics
- Compliance/ELD

Other departments besides theirs that were responsible for the decision to move to Omnitracs’ cloud-based routing and dispatching solution:

- IT
- Finance
- Fleet operations

• Features or functionalities, related to route efficiency, used on a regular basis:

- Standard Routing
- Driver Directions
- Suggest Route
- Insight

Features or functionalities, related to order accuracy, used on a regular basis:

- The Order Status Module in the web application
- The Service History Module in the web application
- Mobile Forms
- The Interactive Geocoder

Features or functionalities, related to driver productivity, used on a regular basis:

- FleetView
- Exception Monitoring
- Driver Performance Reports
- Driver Scorecards
- Insight

### Results

The surveyed company achieved the following results with Omnitracs:

Level of improvement to their routing operations since upgrading to Roadnet Anywhere:

- reduction in total miles driven: 16% – 20%
- reduction in driver overtime: 11% – 15%
- reduction in vehicle maintenance costs: 6% – 10%
- increase in overall fleet capacity: 11% – 15%
- reduction in time spent routing vehicles: 11% – 15%

Level of improvement to their dispatching operations since upgrading to Roadnet Anywhere:

- increased driver visibility: >20%
- increased customer satisfaction: 16% – 20%
- increased back office productivity: >20%
- increased driver productivity: 16% – 20%
- reduction in driver turnover: >20%

#### Company Profile

Company:  
**Hill & Markes**

Company Size:  
**Small Business**

Industry:  
**Chemicals**

#### About Omnitracs

Omnitracs, LLC and its subsidiaries are the leading providers of fleet management, routing and predictive analytics solutions for private and for-hire fleets.

#### Learn More:

[Omnitracs, LLC](#)