

# Case Study: Small Business Wholesale Distribution Company

## Introduction

This case study of a small business wholesale distribution company is based on a October 2015 survey of Omnitracs customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

## Challenges

- Realized that a routing and/or dispatching tool was needed because:
  - Rising overall transportation costs
  - They were unable to effectively manage the increasing volume of orders
  - Uncertainty in and highly fluctuating fuel costs
  - They needed to be more responsive to customer demands
  - They needed better daily driver performance management
- Purchased Roadnet Anywhere over a competitor because:
  - The software is easy to implement, understand, and use

## Use Case

- Roadnet Anywhere feature utilized to make a direct impact to your business:
  - Customizable routing configurations
- Roadnet Anywhere feature that made you successful in increasing efficiency & accountability while reducing costs:
  - GPS tracking relative to the route plan to know where out of route miles & unplanned stops are occurring in order to correct driver behaviors to reduce costs
- Chose a SaaS product for routing and/or dispatching because:
  - There was no need for IT involvement to get up and running
  - They did not have to purchase or manage a database
  - The software is always current because upgrades are applied automatically
  - There are no large up-front costs
  - The software can be expensed monthly versus depreciated over time

## Results

- Benefits achieved after using Roadnet Anywhere:
  - Reduced excess route mileage
  - Reduced time spent routing vehicles
- Roadnet Anywhere has improved route efficiency for the following:
  - Reduced total miles driven: 6-10%
  - Reduced labor cost per stop: 6-10%
  - Decreased number of routes per day: 6-10%
- Roadnet Anywhere makes your business more profitable by:
  - Reducing miles run per route
  - Decreasing driver overtime
  - Reducing the number of vehicles needed to service my customers
  - Reducing the time that it takes to route
- Roadnet Anywhere assisted in improving staff efficiency in the following ways:
  - Increased driver productivity: 6-10%
  - Reduced driver overtime: 6-10%
  - Increased staff productivity: 6-10%
  - Increased customer service productivity: 6-10%
  - Decreased routing time: 6-10%

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Small Business**

Industry:  
**Wholesale Distribution**

### 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.

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