

# 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 Omnitrac customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Roadnet Anywhere has helped our organization get a better handle on our logistics and routing. We used to have all of our drivers route their own trucks, now we do it more efficiently and save on driver overtime. It has also provided us with the opportunity to provide real-time feedback to our customers regarding delivery times.”

## Challenges

- Realized that a routing and/or dispatching tool were needed because of the following:
  - Rising overall transportation costs
  - Unable to effectively manage the increasing volume of orders
  - Needed to be more responsive to customer demands
  - Needed better daily driver performance management
- Reason for purchasing Roadnet Anywhere over a competitor:
  - Fully integrated routing and full-functionality dispatching & proof of delivery

## Use Case

- Roadnet Anywhere feature utilized to make a direct impact to your business:
  - Dynamic routing
- 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
- Reasons for choosing a SaaS product for routing and/or dispatching:
  - They did not have to purchase or manage a database
  - 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
  - Decreased overtime hours
  - Increased utilization of vehicles by adding additional stops
  - Reduced labor cost per stop: 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
  - Determining planned arrival / departure times for deliveries / pickups / customer service
  - Knowing where my employees and vehicles are at all times
  - Being able to quickly respond to customer inquiries
  - Holding drivers accountable to planned routes
  - Managing a driver performance program
- Roadnet Anywhere assisted in improving staff efficiency in the following ways:
  - Reduced driver overtime: 6-10%
  - Increased staff productivity: 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 Omnitrac

Omnitrac, 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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