




PUT YOUR MOBILE COMMUNICATIONS SYSTEM TO WORK

BIG M DIESEL EXPRESS
BOOSTS EFFICIENCY AND PROFITS
BY INTEGRATING
MOBILE COMMUNICATIONS
WITH LOADMASTER



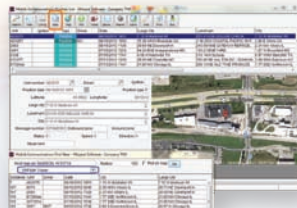
MOBILE COMMUNICATIONS SYSTEMS HAVE BECOME AN INDISPENSABLE TOOL FOR TRUCKING COMPANIES, BUT MANY CARRIERS FAIL TO FULLY LEVERAGE THE INVESTMENT THAT HAS BEEN MADE. THE KEY FOR LOADMASTER USERS IS EMPLOYING MCLEOD'S SYMPHONY MOBILE COMMUNICATIONS MODULE. THE SYMPHONY MODULE LETS YOU PUT YOUR MOBILE COMM DATA TO WORK BY PROVIDING CRITICAL VISIBILITY INTO OPERATIONS. WITH REAL-TIME ACCESS TO THIS DATA, THE TOOLS IN LOADMASTER EMPOWER YOU TO TAKE ACTIONS TO IMPROVE ASSET UTILIZATION, MANAGE YOUR DRIVERS' HOS, RECORD AND REDUCE DETENTION, REDUCE SERVICE FAILURES, DETECT AND CURTAIL OUT-OF-ROUTE EVENTS, TRACK TRAILER LOCATIONS, MONITOR TRAILER TEMPERATURES, BOOST DISPATCH EFFICIENCY, AND MORE. AND FOR ALL OF THESE REASONS, YOU WILL IMPROVE YOUR OPERATING RATIO.

THE POWER OF INTEGRATION BETWEEN LOADMASTER AND YOUR MOBILE COMMUNICATIONS SYSTEM

Mobile comm systems can collect an array of valuable data about your operations, including drivers' HOS, tractor location, trailer location, arrival and departure times, refrigerated trailer temperature, and out-of-route occurrences. Some of the tools within LoadMaster that use this data are Driver Feasibility, Detention, ETA-OOR, Integrated Mapping, Rapid Alert Notification System, Mobile Comm GPS Fuel Tax, Profitability Analysis, Managing Driver Home Time, and Driver Scorecard. LoadMaster tools transform mobile comm data into actionable information. Here are just a few of the ways that LoadMaster users can benefit from having the added visibility that mobile comm data can provide.

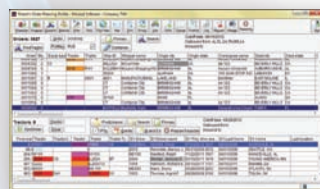
Use Find Near to locate the closest tractor or closest order

This tool makes it easy to see which available tractors are closest to an order or which orders are closest to an available tractor. Mobile comm data is used to generate maps that show the current positions of tractors and orders, so that you can match your tractors to nearby loads.



Use Driver Feasibility to assess driver HOS for a specific load

By tapping into drivers' HOS data, this tool allows you to track the hours drivers have available and see quickly whether or not any specified driver can make a preassignment on time.



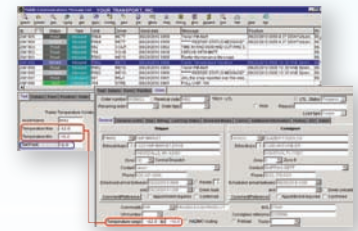
View all mobile comm messages easily

With one click, a dispatcher can view all of the mobile comm messages that are feeding in. This can be done through the Order Planning screen so that there is no need to move to a different screen to view this information.



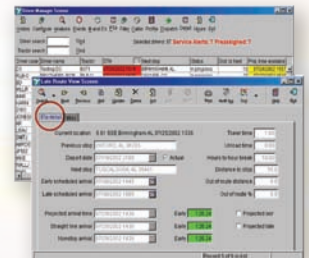
Monitor reefer temperature and set points

View minimum and maximum temperatures, the set point, and the return air temperature for each order and insure you are managing the reefer shipment according to the customer's requirements for that commodity.



Track arrival times and monitor out-of-route events

McLeod's ETA-OOR module uses real-time position data from your mobile comm system to project arrival times and detect out-of-route occurrences. ETA data allows you to be proactive, rather than reactive. Know in advance if you're going to be late or early and manage that outcome, rather than having an unexpected service failure or forcing a driver to cool their heels waiting on an appointment when you might be able to make an adjustment in the appointment to prevent either circumstance. Find the exception so that you can manage by exception. Act in a timeframe that makes a difference.



Track detention

McLeod's Detention module uses mobile comm data to determine when your drivers are being detained and it keeps a record of the length of detention. You can set up warning messages for the shipper or consignee when contractual detention limits are approaching. You can use this data to fully document your charges for detention and to negotiate with customers about reducing detention.

CASE STUDY: BIG M DIESEL EXPRESS

Big M Diesel Express, a dry van carrier headquartered in Blue Mountain, Mississippi, has 320 trucks, 900 trailers, and an average LOH of around 470 miles. Having mobile comm data readily available to LoadMaster users has been a priority. "We want every technology that we use to be integrated with McLeod so that it's part of the LoadMaster order planning screen or accessible quickly from that screen," said Wes Davis, CFO at Big M. "If people need to go to a website to find out what the drivers' hours are or to do something as simple as handling cash advances or fueling, it wastes their time. It makes more sense to keep things in McLeod. It reduces the burden on the driver managers and gives them more time for other tasks."



Using mobile comm data with McLeod's Profitability Analysis and Driver Feasibility

"We capture a variety of mobile comm data, including HOS, tractor location, trailer location, and arrival and departure times. Then we use McLeod to dig into that information and solve problems in our business operations."

- **Profitability Analysis** — "With PA, we analyze mobile comm data along with other data and determine which loads and customers allow us to keep the equipment turning. We identify which freight is good for us and which isn't. We change our prices for the bad freight or find other lanes or opportunities. We're able to avoid the wrong loads and the wrong customers."
- **Driver Feasibility** — "Driver Feasibility is a great tool that makes use of mobile comm data. We can pinpoint the trucks that can carry the loads without being disrupted due to HOS issues. It also gives us the visibility we need to maximize each driver's HOS. Pairing the right driver with the right load is huge. You don't want to put a driver on a 200-mile load when he has a fresh 11 hours to drive. We want to keep the drivers happy. If they're rolling, they're making money. If they're sitting there because we didn't plan well, that's not good. Driver retention is everything nowadays."



Tracking metrics and viewing reports

- **Velocity** — “By tracking velocity, which is the speed in which a load is delivered from start to finish, we learn how to identify loads that are taking too much time. We also get the data we need to negotiate with customers about these loads. Sometimes we adjust the rate and the customer agrees.”
 - **Revenue per hour (RPH)** — “RPH brings asset utilization and driver productivity into visibility. It identifies loads that are delivering too slowly, such as situations when it’s taking four or five hours to unload. It might not be every load for a customer, but only certain locations or consignees. We can identify good and bad customers, and we can attack bad pricing decisions.”
 - **Trailer pool reports** — “Trailers are capital assets and the way we use those assets affects our profits. Some of our customers tie up our trailers too long. Mobile comm data provides near real-time visibility into the locations of all of our trailers. We set up geofences so that we can collect the location data on the trailers that are stationed with a customer.
- One thing we do with this data is provide trailer pool reports daily to any customers who want it for each location. This allows our customers to see it just as we do each day. The report reveals how many trailers they have and how long each trailer has been there. We use this information to negotiate and improve our use of these assets.”
- **Detention** — “No one likes detention. I realize that some carriers see detention charges as a way to increase revenue, but I think it creates a hostile environment with customers at times. They don’t like it. I’d rather provide the customer with data on detention and get away from charging them by getting the problem solved or reduced. That way we can keep our trailers turning. It’s better for everyone.”
 - **Trailer location charts and maps** — “McLeod gives us charts that list everything we need to know about our trailers and maps that show visually where the trailers are located. Our driver managers can see quickly how many trailers are at a location, plus what’s loaded and what’s empty. This helps us get the trailers back to work when they’re idle.”



Gaining benefits

- **Dispatcher capacity** — “Dispatcher capacity has increased by 40% from 25 drivers to 35 drivers, and the drivers still feel that the driver managers communicate with them in a reasonably quick response time.”
- **Staff productivity** — “Our team is getting more done in less time. This improves quality of life, which boosts employee retention. We’ve shortened the learning curve for dispatchers. If you can provide technology that makes their jobs easier, that’s better for everyone.”
- **Miles per truck** — “We are getting more miles per truck per week. Every week we’ve seen a large increase. We’ve increased this number every year since we started with e-logs in 2010.”
- **Revenue** — “The increased use of our trucks translated into \$45,000-\$50,000 increased revenue per week.”
- **Trailer utilization** — “We’ve got cargo sensors in our trailers and the data integrates fully into LoadMaster. We’ve got everything geofenced, so that when a truck rolls into a customer, we know it. Once it gets unloaded, we know it. We get updates. If some of our trailers are used for storage by the customer, we can identify that and go back to the customer. We’ve learned that the corporate offices of these customers often are not aware of the problems that are occurring at the loading docks and warehouses. Once they know, they take steps to correct the problems and help keep our equipment turning.”
- **Truck to trailer ratio** — “By decreasing idle trailers, we decreased our truck-to-trailer ratio from 1:3 to 1:2.7. We turned an average of 30 trailers per 100 trucks. We eliminated the need for several trailers and we moved those trailers to our brokerage side and into our pool of outside carriers. Putting those trailers to better use helped us become more profitable and it kept the freight moving for the customers.”
- **Customer service and carrier relations** — “By moving some of our trailers to outside carriers, we strengthened the bond with those carriers and kept them pulling for us. We also filled in some gaps in service with our customers, which keeps them happy and makes them less likely to go looking for someone else to haul their freight.”
- **Capacity and flexibility** — “We’re making better use of our assets and our staff, so we have more capacity and more flexibility. This helps us capitalize on opportunities when they arise, instead of losing that chance.”
- **On-time arrivals, driver productivity, deadhead miles, and non-revenue miles** — “Matching the right driver to the right load with Driver Feasibility increases on-time service and driver productivity. We don’t have to split loads due to HOS issues. We also have fewer deadhead miles and non-revenue miles.”
- **Driver satisfaction** — “Drivers are happier because we do a better job of using their HOS efficiently. We don’t set them up with loads that they can’t make, because we have the mobile comm data that gives us visibility into their HOS.”
- **Profit** — “All of these changes impact the bottom line. Our business is more profitable because of the actions we are taking to address problems and improve.”







MCLEOD CAN HELP YOU PROFIT FROM YOUR MOBILE COMMUNICATIONS DATA

Your mobile communications system is generating valuable information that can be used to improve your business. The trick is to put that data at the fingertips of the people who can make smart decisions and take actions based on the information. Give your LoadMaster users visibility into your drivers HOS, arrival and departure times, truck and trailer locations, out-of-route occurrences, reefer temperatures, and more by integrating your mobile comm system with McLeod. Then watch dispatch efficiency go up, on-time percentage improve, asset utilization increase, customer service expand, revenue climb, and profits swell. The data is yours. Let McLeod help you put it to work.

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