



GAINING THE ADVANTAGE

Central Pennsylvania Transport
and Ralph Moyle, Inc.

Gain an Edge by
Taking Advantage of
New Capabilities in
LoadMaster Enterprise



high level of ongoing investment and commitment to innovation ensures that innovative new features are introduced with each new version of LoadMaster. We listen carefully to the requests and suggestions from our customers. Their input helps drive the new capabilities that give McLeod users an advantage.

Central Pennsylvania Transportation and Ralph Moyle, Inc. are two carriers that have recently upgraded their LoadMaster systems. Learning more about their upgrade experiences may provide some insight concerning the ways in which an upgrade can add solid, tangible business value.

CENTRAL PENNSYLVANIA TRANSPORT

Central Penn, which operates out of Lancaster, Pennsylvania, has about 80 power units and 320 trailers. Their working radius is 250 miles, their average length of haul is 95 miles, and about 15% of their business is dedicated operations. Central Penn has been a McLeod customer for many years. "We were the sixth customer to buy into version 7, the first Windows-based version," says Vice President Thorny Embly. "We recently upgraded to version 12."

● GOALS FOR THE UPGRADE PROJECT

1. McLeod's Dedicated Billing module drives efficiency.

"Upgrading made sense for several reasons," says Embly. "One is that McLeod now offers a Dedicated Billing module. One of our largest dedicated customers has a lot of specific billing requirements. Previously we had made custom changes to our system to accommodate this customer, but now we can use the new module to handle this."

2. The value of the mobile communications investment increases through integration with LoadMaster.

"We also plan to move forward with adding mobile communications technology to our cabs," says Embly, "and we want some of the new capabilities in the LoadMaster system that will help us fully leverage that investment through tight integration to our operations and planning."

3. More automation comes to billing.

"Another side to upgrading is that we've gained more ways to utilize our investment in McLeod's DocumentPower imaging system," says Embly. "The combination of the LoadMaster upgrade and the latest version of DocumentPower makes our invoicing process more efficient than ever before."

4. Performance and scalability improve.

"The decision to upgrade also fit with our need to move to 64-bit servers," says Embly. "Our previous version of LoadMaster doesn't work on 64-bit servers. The performance advantage for the system and our growing number of end users are significant."

● A SMOOTH IMPLEMENTATION

"The implementation went well," says Embly. "There were no major problems. There were some little things that needed attention, but part of the reason for that was that we were making such a huge leap from version 7 to version 12. There were some unique issues that arose just because of the data conversion and the business process changes that come along with that. It's not the same as going from 10 to 12. For the most part the transition has been pretty smooth."



● TRAINING OUR STAFF

"Our trainer for go-live was here for three days," says Embly. "There were four days of training two weeks earlier. We had extensive meetings with various groups. Everyone went through a lot of retraining about features and the environment. The learning curve was

not too steep because we basically did not see a significant change in how most of the fundamental things worked in our system. Most of the new system was very familiar to our users. The main

differences are that things are easier and there are many new capabilities. It was not like learning a completely new system at all. Now we're focused on continuing to use more of the LME functionality that we've never used before. The new version has been very well accepted by our staff. The integration has been very smooth."



● A WEALTH OF ADVANTAGES

► We're faster.

"We've sped things up," says Embly. "Part of that is the new server, but part of that is the improvements within the LME program, such as the quickness of being able to go from one screen to the next when searching details on a wide assortment of different things. It's very noticeable. There are changes in the design of the software that eliminate steps. For example, before the upgrade, it might be necessary to exit out of one window to get into another menu, but now you can just click on that number, and it takes you right where you want to go."

► Imaging is better than ever.

"We started using DocumentPower three or four years ago," says Embly, "and we've recently upgraded to the latest version. We recognized tremendous savings initially, but the advantages from the new features in the latest version are huge. We have much better control of the output in the scanning process. It gives us a big savings."

► EDI is a snap.

"Our largest customer is probably 18% of our business and they use EDI extensively," says Embly. "We now have better control on the number of files that we can send and overall there is improved ease of use. There are also improvements on the load tender side and on the back side in terms of managing the status errors and fixing them. It's tremendously better."

► We've implemented Rapid Alert Notifications.

"One of the modules we picked up is Rapid Alert Notifications," says Embly. "Once a load is delivered for one of our customers, they want to know the pick-up in-and-out times, the delivery in-and-out times, driver, tractor, trailer, their billing number, and so on. Rapid Alerts help us manage this so that as soon as dispatch enters into LoadMaster that the load has delivered, the system shoots an e-mail to the customer with a form that we've created that has all of this information"



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— THORNY EMBLY, VICE PRESIDENT
CENTRAL PENNSYLVANIA TRANSPORT



RALPH MOYLE, INC.

RMI, which operates out of
Mattawan, Michigan, has
about 135 employees, 75
tractors, and 240,000 square feet of dry goods warehouse



space. Their average length of haul is 280 miles. Their services range from local transportation to distribution management.



● TOP PRIORITY: AVOID DISRUPTION

"Our experience with the first McLeod upgrade was so smooth that we felt like it made sense to do it again," says Jon Moyle, CFO. "From our perspective, the non-event part of the whole thing is important. We've

been through upgrades with past providers



Ralph Moyle Inc. Com
Transportation and Warehousing Solutions

where that was not the case and something that

had worked forever no longer worked. That's the worst of all worlds, as far as we're concerned, but it did not happen with our McLeod upgrade. That's the number one measure on our board. From that perspective, the upgrade went extremely well. Everything works as advertised."

● SEAMLESS TRANSITION

"The transition to the new version was absolutely smooth overall," says Moyle. "It wasn't a big jump from our previous version to this one, and I think that was helpful. This was not at all like moving to a new or different system. In general, our feeling was that it was a pretty smooth process. From the time that we signed the upgrade agreement until implementation was probably 10-12 weeks."

● VALUABLE NEW CAPABILITIES RIGHT AWAY

▶ Feasibility tools

"The feasibility tools are new and useful for our dispatchers," says Moyle. "We use this mostly as an HOS tool to look at where this truck is now and what he's currently scheduled to do and if he can do this next run. We really like this feature because it can prevent a lot of scheduling headaches and it helps us avoid mistakes."

▶ Measuring our performance to drive improvement

"One of the other features that helps from a customer service perspective is improved reporting around our performance metrics on on-time pick-up and on-time delivery, and the ability to look at those numbers in multiple ways," says Moyle. "If we want to know what our performance is in this lane for this customer over this date range, we can do it.

Those sorts of measurements are easier to get. These reports give us the ability to go back and look and see how we performed in a specific lane

historically and what were the reasons for the times when we didn't perform. This strengthens our ability to provide the customer service we wish to provide for our customers."

▶ Auditing for performance

"One of the best new features is the audit logs," says Moyle. "This gives us the ability to audit the dispatcher's activity when particular loads are assigned to a driver or pre-assigned to a driver. Two or three weeks down the road, you may not remember who did it or where to start asking the questions. So it's very helpful to have a list that shows that this load was pre-assigned on this date by this dispatcher and then it was taken off on this date by this dispatcher and so on. It's just a really useful tool for measuring performance."

▶ Improving the perception of our customers

"I suppose that there are some companies out there that maybe don't have sophisticated customers who are pushing them to have all of the bells and whistles and new functionality," says Moyle, "but we're a small carrier that is trying to look like a big carrier to the Coca-Colas of the world. In this situation, you need to have the most updated technology and the ability to communicate the information that they're looking for when they're looking for it. That was one of the driving factors behind the thought process about getting this upgrade."



MCLEOD HELPS YOU BUILD YOUR COMPANY'S FUTURE

The companies who use technology wisely are best positioned to succeed in the future. McLeod is committed to developing the tools that carriers need to reduce operating costs, increase business process efficiency, and improve customer service. Continuing to take advantage of the latest capabilities of the LoadMaster system is one way to ensure that you have the tools you need to move your company forward.



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