Having Information When and Where You Need It

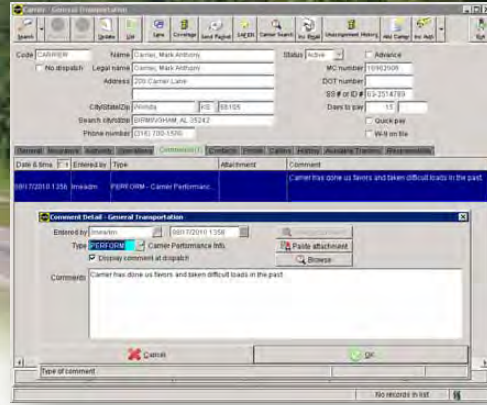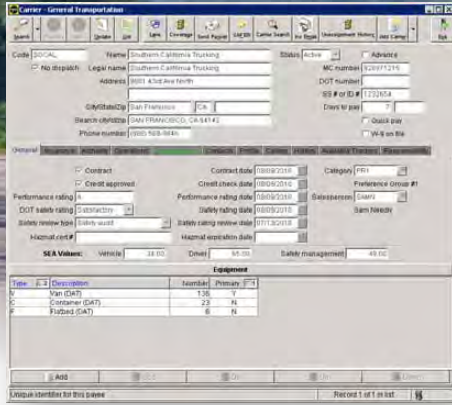## OverDrive Logistics Improves Operational Efficiency with their PowerBroker™ Upgrade

Overdrive Logistics is a freight brokerage company that was founded in 1998 and serves the continental U.S. and Canada. They offer transportation solutions for dry and refrigerated freight as well as expedited, overnight delivery (within 600 miles). They are experts in time-sensitive freight and can handle specialty loads.

When asked why Overdrive Logistics chose to upgrade its McLeod's PowerBroker software a year ago, Ashley Grosch, Overdrive's operations manager, explains, "We felt like it was time to take the next step." The work of connecting shippers with carriers in the brokerage world requires the ability to manage mounds of information and documentation efficiently. For Overdrive, taking the next step meant gaining much greater ease of access to information.

Grosch stresses three valuable features they acquired when they upgraded PowerBroker:

1. We can enter more information on one screen.

2. We can search for information more thoroughly.

3. We attach files to comments so that information is precisely where we need it to be.

OVERDRIVE LOGISTICS INC

TO DO MORE

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1
We can enter more information on one screen.

"Version 9.2 consolidated onto one screen several different dispatch features that in the previous version we had to go to two or three different places to execute," says Grosch. Previously office staff entered the driver's name, tractor-trailer number, and cell phone number on one screen and then they entered his dispatch status on another. If a driver called in and said, "I'm here at the shipper for loading but they don't have a door available for me yet," that information would be noted on a third screen. "We don't have to go roundabout to do that anymore," says Grosch. "Having this information on one screen gives us greater speed of execution and accuracy of data."

2
We can search for information more thoroughly.

"It's hard to remember every detail of everything you handle, and sometimes questions come up and you need answers," says Grosch. "The answers are there in your computer files, but could possibly be in a number of places. Now we can search all through the database in ways that weren't possible before. For example, if we have a carrier in our system but need other information on that carrier, we note that fact by placing a comment in that carrier's file. With our upgrade, we can search the database using free-form text boxes and find information contained in these comments. This makes it easy to target any carriers in our system for which we need additional information. In this way and many others, the expanded search capabilities are saving us a lot of time and bother."

3
We attach files to comments so that information is precisely where we need it to be.

"When I run a credit report on a customer," says Grosch, "I can enter a comment and attach a file, such as a PDF file. This way I won't have to go on a scavenger hunt for it later. When I need it—boom!—there it is, attached right to that comment. If I want to review a customer's credit limit, for instance, I can do so easily. The information I need is accessible quickly and I don't have to hunt for it. This file can be viewed by other users as well. The ability to attach many types of electronic files means that all pertinent documents are in one convenient location."

THE ABILITY

Leveraging PowerBroker's Capabilities:
Private Notification Network

In addition to providing new features, the upgrade prompted Overdrive to more fully leverage the features they already had in place. PowerBroker's Private Notification Network (PNN) is the perfect example. PNN provides automated posting of available orders to preferred business partners. Brokers can schedule for information to be sent automatically to selected carriers via email or fax, which makes it easier to develop stronger business relationships with core partners. By working more closely with a designated set of carriers, brokers can move freight more efficiently.

"We looked at an outside service that offered load board posting," says Grosch, "but we didn't like the lack of control. PNN gives us control. We can target certain carriers with specific loads. I can even control what different dispatchers at the same carrier receive. By tailoring the information we send out, we avoid sending Texas loads to someone who's only working the Northeast."

Grosch tells a story of how PNN helps keep business rolling in the right direction. One member of her staff was out sick, but the phone still rang with carriers seeking to speak with him. When told that he wasn't in, one caller responded, "But he's got this El Paso to Philadelphia load that I see on the list he sends me. I want that load. I need that load. Send it to me." The carrier knew that this particular load existed. He had a truck for it and wanted it, and PNN is the way that this particular carrier knew about the load. Grosch says, "Even though this member of our staff was not even here that day, he was still covering freight. That really is leveraging technology."

TO DO MORE

McLeod Support Helps Produce a Seamless Transition

Grosch highly recommends the PowerBroker upgrade and was very happy with the way everyone handled the change. She credits both McLeod's professional staff and Overdrive's efforts to prepare ahead of time for a successful shift to the new software. "We spent a lot of time with McLeod's project team so that we were prepared for all of the different milestones," Grosch says. "The training prior to going live was very robust. It included a download of some of our information into a development database. This allowed everyone here to gain some experience in that new environment prior to actually going live, which was great, because I could address any training issues or questions about those features prior to the upgrade." All in all, she says, the upgrade was largely a "seamless transition."

Overdrive chose to have onsite support when they went live. "Having that warm body in our office to be with us, to show us how things worked, to answer our questions—all in person—really brings extra value," Grosch says. "In addition to providing us with a level of comfort, should anything go wrong, it meant that we gained many valuable nuggets of information that we latched onto. Learning these things allowed us to understand more about the features that we were not using, or were using but not utilizing to their fullest potential. So I highly recommend onsite support for going live. *It's great.*"

McLeod
SOFTWARE

THE ABILITY TO DO MORE

We can help you and your business do more, more profitably, today!

THE ABILITY