

# Time is Money: Schilli Transportation Saves Both by Integrating ALK Maps

“What we’ve done with ALK Maps is the real deal, no management hype or smoke and mirrors. Just real users getting a real benefit every single day.”

- Lou Wilkinson, Software Development Manager, Schilli Transportation Services

## The Company

Schilli Transportation Services is a full service logistics management company supported by 400 power units under contract to provide or fulfill transportation needs including sales and leasing, warehousing and distribution and transportation for virtually any commodity. Schilli provides professional expertise in customized logistics solutions, tailored supply chain management programs, dedicated service plans and assistance and/or management of private fleets.

## The Challenge

Increase work efficiency with a customized tool that allows Driver Managers to easily build commercial routes with fuel stops and visualize fleet operations in real-time.

## The Solution

A custom-built route planning and asset tracking system using the ALK Maps interactive, map-centric route visualization platform.

## The Results

- 15 minute time savings for each route manually generated by Driver Managers, totaling an average savings of 2 hours of work per day per user
- Quick and easy integration process, with 80% of the work completed in less than 1 month
- Planning based on truck safe and legal routes with designated fuel stops for drivers
- Visualization of truck statistics and status in real time, including HOS, location, direction and speed

## ➔ Driver Manager Dilemma

Schilli’s Driver Managers are responsible for the oversight and management of the fleet’s operational activity. Part of their responsibility is to generate routes and fuel stop locations for drivers. This was done manually, using non truck-specific consumer mapping applications.

Schilli quickly realized that improving this time-intensive process could boost Driver Managers’ work efficiency and productivity. The organization understood that a reduction in both time and effort to produce these customized routes was necessary for overall operational efficiency, as well as their bottom line. The more efficient a route, the fewer miles a driver would waste, ultimately saving on fuel consumption.

Schilli also knew that they needed greater visibility into the real-time status of driver routes. Although they had access to route data, they were missing the visualization that could be provided through a better mapping solution. The ability to visualize current locations of assets and receive to-the-minute estimated delivery times would mean Driver Managers could spend more time managing and less time manually plotting routes.

## ➔ Interactive Mapping: An Answer from ALK

Schilli uses a proprietary Driver Daily Events (DDE) driver management tool allowing Driver Managers complete visibility into the scheduling, planning and operational activity of the fleet, such as work assignments, routes and inspection schedules. To solve its challenges, Schilli needed a solution that could easily integrate with its DDE. ALK Maps, a web-based, customizable interactive commercial mapping platform, was selected as the solution to address Schilli’s routing and tracking needs.

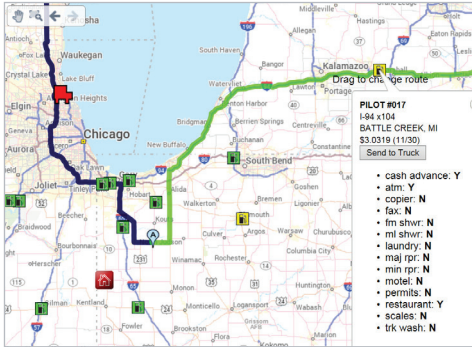
## 📍 Integration & Implementation

“We integrated ALK Maps directly into our DDE driver management tool,” said Lou Wilkinson, software development manager, who spearheaded the project at Schilli. “The technical aspects of the integration were very easy. ALK Maps’ JavaScript APIs are intuitive to work with for anyone who’s had experience with similar programming projects. My team of just a handful of people was able to get over 80% of it up and running in just a few weeks.”

ALK Maps, powered by industry standard PC\*MILER, allows Schilli’s Driver Managers access to truck and commercial vehicle specific routing which consumer applications can’t provide. This ensures Driver Managers are producing safe and reliable routes for their drivers.

“That wasn’t something we could do with Google Maps or MapQuest,” said Wilkinson. “Height and cargo restrictions, fuel stops/prices and tolls all had to be manually cross-checked with the prescribed route. With ALK Maps, these important truck features are already incorporated into the software.”

“ Every person in this company loves ALK Maps. It means fewer angry calls from lost drivers, managers who actually have time to manage and it makes us in IT look like heroes for solving actual problems while helping to reduce costs and increase productivity.” - Lou Wilkinson



Once ALK Maps and its customized solutions were integrated with Schilli's DDE, it took minimal training to familiarize driver managers with the solution.

“From day one our driver managers saw the usefulness of ALK Maps,” continued Wilkinson. “Routes are color coded, so just a quick glance at the screen tells you a driver’s status. You can view by order or manifesto and send routes and fuel information straight to a driver with just a click.”

## ➔ Organizational Outcomes

### 📍 Time Savings

The enhanced mapping capabilities provided by ALK Maps resulted in significant time savings for the Driver Managers by eliminating the need to manually research or cross-reference route details. “What used to be a manual cumbersome process of referring to a plotted map and using a free online mapping program for research has been completely automated with this new ALK Maps solution. This saves us an average of 15 minutes for each look-up that is performed. On an average during the course of the day, each user is able to save almost 2 hours of time,” commented Peter Adams, Driver Manager at Schilli Specialized of Texas.

### 📍 Increased Work Productivity & Driver Safety

Driver managers can now focus on managing their drivers and ensuring the fleet is operating sufficiently, as opposed to focusing on manual route generation and evaluation. With a simple hover over the truck icons, managers can access hours of service, current location, direction, speed and ETA for each driver along the route.

But it's not only the Driver Managers that are increasing their work productivity. Professional drivers are spending less time lost or calling their Manager with routing questions now that their routes are generated efficiently using ALK Maps commercial routing. This helps prevent drivers from taking routes that are non-commercial or unsafe for trucks.

### 📍 Enhanced Delivery Times & Customer Service

With Driver Managers now able to visualize their trucks status in real-time using their customized coloring code system, they can deliver early or on-time performance notifications, contact the customer if a delay is expected and provide more accurate delivery windows simply by hovering over the truck icons they implemented using ALK Maps.

## ➔ What's Next?

“We're just in the first stages of what we can do with the product. We hope to roll out additional customized features give senior level managers instant visualization of our whole fleet and additional layers to view geographical features directly on the map.” – Lou Wilkinson

ALK Maps also allows Schilli to integrate third party provided fuel data and pricing, enabling the Driver Managers to visualize and select the most cost-effective fuel stop location along the planned or real-time route.

With the back office dispatch planning now greatly improved, ALK Maps also helped Schilli develop an asset tracking system, again integrated into DDE.

As a result, Driver Managers can easily visualize a selected driver's current location and all assigned routes on an interactive map. Each route has a truck icon that is uniquely color coded so a Driver Manager can quickly and easily analyze the delivery or assess opportunity for route enhancement. Red trucks signify the delivery is overdue. Yellow colored trucks show Driver Managers deliveries that are behind schedule. Green trucks mean the delivery is on time or ahead of schedule.

Use ALK Maps to build or customize your own map-centric enterprise applications based on your specific business needs.

For more information on ALK Maps, visit: [www.alkmaps.com](http://www.alkmaps.com).