Cardinal Logistics Transforms Information into Intelligence

ABOUT CARDINAL LOGISTICS
A national leader of third-party dedicated delivery services, the company’s experienced professionals work directly with clients to optimize their supply chains by developing and implementing customized transportation solutions, including specialized equipment and handling that best fit their needs.

Challenge
Cardinal Logistics, was operating 233 distinct projects for 73 different customers with unique requirements using multiple types of devices and software. “Keeping the right device staged with the right software in the hands of the right driver proved to be an insurmountable problem,” says Clay Holmes, CIO, Cardinal Logistics. “Staging alone was costing us close to half a million dollars a year, not including the additional expenses for programming, development and device management.”

In short, Cardinal Logistics needed a solution that would allow drivers to have one piece of hardware and one piece of software to satisfy all their different customer requirements.

SUMMARY
Customer
Cardinal Logistics Management Corporation
Partner
Supply Chain Services
Industry
Transportation & Logistics
Solution
• MC65/67 Mobile Computer
• TC55 Mobile Computer
• Cardinal Logistics Software: Dynamic Workflow®
Results
• Maximized operational efficiencies
• Reduced capital expenses
• Reduced operational expenses and saved time
• Eliminated paperwork and reduced human error
• Increased customer satisfaction and loyalty
• Increased revenue
Solution
Cardinal Logistics designed Dynamic Workflow®, a pickup and delivery software program that tracks activity. Customizable steps prompt users for the required information at the appropriate stage in each delivery or service. Each delivery can have a different set of actions based on the profile set for the stop type or location. This software enables drivers to service multiple customer types without changing devices or reprogramming.

After the software was developed, Cardinal Logistics turned to their partner, Supply Chain Services, to recommend a device that would complement the new software. They needed a rugged, WWAN-capable device with extended battery life, the ability to scan multiple types of 1D/2D barcodes, GPS functionality and both Windows and Android operating systems.

“The selected MC65/67 and TC55 devices are a great fit because they met all of Cardinal Logistics’ functional needs, as well as their IT, rapid deployment and security requirements,” says Dave Green, COO, Supply Chain Services. “The ability to change operating systems as needed gives them the opportunity to use the right device at the right time.”

Results
Soon after the solution was deployed, Cardinal Logistics started seeing a quick return on investment in the following areas:

- Maximized operational efficiencies – all of the drivers in a fleet can be used to deliver loads on time, at the right time
- Reduced capital expenses – the all-in-one MC65/67 and TC55 take the place of a mobile computer, cell phone, bar code scanner, camera and GPS, so there are fewer devices to buy and no need for a separate pool of varying devices
- Reduced operational expenses and saved time – no need for staging units or reprogramming devices to make changes
• Eliminated paperwork and reduced human error – update customer account information and route in real-time via the device

• Increased customer satisfaction and loyalty – customers have better order visibility and drivers can provide order information in real-time, every time for improved customer service

• Increased revenue – faster and more accurate delivery service results in increased sales

This solution proved so effective, Cardinal Logistics decided to offer it to others in the Transportation & Logistics industry.

Dynamic Workflow, combined with the MC65/67 and TC55 from Zebra®, allowed drivers to keep customers informed about their orders and provide superior customer service, effectively transforming information into intelligence. This solution proved so effective, Cardinal Logistics decided to offer it to others in the Transportation & Logistics industry.

Maximizing Operational Efficiencies

“Dynamic Workflow allows us to streamline our operations by providing real-time information to drivers and dispatchers,” says Steven Reichert, SaaS Manager, Cardinal Logistics. For each customer delivery, Dynamic Workflow takes all the specific account requirements and downloads it directly to the driver’s handheld device, along with the route. Once at the destination, the software guides the driver through the actions he needs to complete on that stop, even if he has no prior knowledge of that account. “We are able to use all the drivers in that fleet without having to run the risk of them missing information,” he says.

With integrated GPS, dispatchers can see the real-time location, as well as historical route information, for every truck in the fleet, providing the data required to create on-the-fly routes or make changes. These updates can then be pushed wirelessly to the devices in real-time, without reprogramming.

Streamlining Costs

“We had a wide array of devices and software in our fleet. This required timely staging to move devices between accounts, limiting our ability to service multiple accounts. We were spending close to half a million dollars to stage devices, which doesn’t include the additional expenses for reprogramming or training drivers on customer requirements,” says Holmes.
Improving Customer Satisfaction and Loyalty

With more efficient business processes and real-time visibility into the location of an entire fleet, dispatchers can ensure pickups and deliveries are on time, further improving customer satisfaction and loyalty.

“The software also allows drivers to expedite any issues. It provides a list of clearly marked ‘exception codes’ customized for specific customers or circumstances. When checked by the driver, an alert can be sent to the customer service team for real-time customer contact,” says Reichert.

Moving Business Forward

Time is money in the trucking business, and with the MC65/67 and TC55 in the hands of drivers, they can document and transmit pickup and delivery status in seconds, making time for more pickups and deliveries in a day. The real-time information makes it easy to give customers the on-demand shipment status they expect. Dispatchers can optimize routes to minimize mileage with real-time visibility into driver location and status, driving down fuel costs and vehicle wear-and-tear. And the ability to automate pickup, delivery and regulatory paperwork makes it easy for even the newest drivers to rapidly reach expected productivity levels.

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