

Fleet Management Software Solution providing Visibility into Delivery Performance and ETAs of Private and Contracted Fleets



Brett Conner
President & COO

CEOCFO: *Mr. Conner, what is the concept behind Isotrak?*

Mr. Conner: Isotrak is a global fleet management software service provider. Our primary focus is on the specific needs of large retailers, retail and food service customers, 3PL carriers, as well as post and parcel companies that require visibility into delivery performance, operational safety, regulatory compliance, asset utilization and fleet efficiency. Isotrak is unique in its ability to provide this real-time visibility across both private and third-party carrier fleets on a single management dashboard.

CEOCFO: *Is it one solution and the customer would pick what they want, or are there separate modules available?*

Mr. Conner: We offer a modular solution suite that allows our customers to select the fleet management, planning and business intelligence solutions that are most meaningful to them. Therefore, if someone is simply focused on trailer utilization, we can help them with that. Alternatively, they may want to focus on both driver behavior and compliance. If so, we can provide them with the tools to address these specific business challenges too.

CEOCFO: *Have companies typically used different services or apps for the different parts of fleet management, and are now looking for a more encompassing solution?*

Mr. Conner: Many companies already have an existing fleet telematics system in place, and are looking at alternatives that provide them with a greater degree of integration with back-end, and third party systems, a broader view of their fleet operations and more meaningful functionality. Historically, fleet management systems have been a point-solution, rather than fully integrated into the broader business operations.

One of the unique things about Isotrak is that we can give companies visibility not only into their private fleets, but also into their contracted fleets. We have this whole notion of virtualizing fleet operations, much like enterprises have moved from a bespoke data centers, to hosting IT operations in the cloud. We can help companies do the same thing with fleet operations. We enable companies to have the same visibility for 3PL carrier performance that they have for their private fleets. This allows retailers to flex their fleets with the changing seasonal demands that they experience, thereby reducing their fixed operational expenses.

CEOCFO: *How are you able to do that?*

Mr. Conner: We have a data brokering capability, that can leverage the fleet telematics data from the wide variety of systems onboard the tractors and trailers used by 3PL contracted carriers. We take this data and marry it with the plan from our customer's Transportation Management Systems. We then provide them with real-time delivery performance data, and alerts that enable our customers to gain insights into ETAs for their deliveries, schedule adherence metrics, anticipated delivery congestion and turn around time KPIs. This data improves delivery performance visibility not only for fleet operations, but also for back-of-store staff and other key stakeholders. They can now leverage this data to avoid costly operational mistakes, accurately assess 3PL carrier performance, and improve ETA visibility to store operations.

CEOCFO: *How are you able to account for things like weather, traffic accidents, and other unpredictable events that impact ETAs?*

Mr. Conner: The beginning point is that we know what the plan is, and what is supposed to happen. Then we take a data sample every 5 minutes from the onboard telematics system to find out what is really happening. With this data, we can tell our customers if their private or 3PL carrier is departing their last delivery late, and if they are going to be on time for the next delivery. We provide all of this on a customized dashboard, that can be accessed via a PC, tablet or mobile

phone. This gives very clear insight into how well the business is running. Therefore, if they anticipate some kind of problem they can rearrange their plans. We will then measure against that new updated plan. They are able to change the plan to avoid costly mistakes, rather than simply run a report on what went wrong.

CEOCFO: Are most companies using some type of fleet management technology today? How do you encourage the use of Isotrak?

Mr. Conner: Most of large food retailers, food service companies and discount retailers in North America already have a fleet management system. What we do is talk about the way you can realize incremental savings. We show them how route deviation and the use of driver behavior score cards is a better way to improve fuel efficiency. It's possible that their current is simply measuring MPGs rather than focusing on the behaviors that contribute to operational inefficiency. With this approach we can enable them to realize incremental fuel savings, and asset utilization performance.

We also talk to them about how better insights into delivery performance can improve customer satisfaction, reduce operational waste, and help them deliver on their promises to their customers. They can now determine if they are likely to encounter congestion at the doc of the store when a particular delivery is going to arrive. For example, they may have three different carriers coming in at the same time, and our solution would allow them to stagger those deliveries, which would be better for business.

"We integrate with other internal and third party systems that are being used today to provide our customers with a single, meaningful platform. These systems may include payroll or planning systems. We integrate with those systems to provide more meaningful data to our customers. Then, we alert our customers as to what is working and what is not working, so that they can focus on changing the outcome for the business. If something is not working, change it now. Don't wait for a report. We enable them to make quick decisions that impact the bottom line."- Brett Conner

CEOCFO: Do businesses in general pay enough attention to fleet management or are they not realizing the savings and peace of mind that they can get from Isotrak?

Mr. Conner: Initially people are focused on things like vehicle wear and tear and fuel economy. Now our target audience is getting much more focused on end customer impact. What is it about deliveries that can be improved, so that the end customer can have a better experience? For example, one large retailer has been able to lower operational costs, which can translate into lower prices for their retail customers. This helps them improve the value to their customers, and improve their market share. Isotrak fits into that because we can help them drive waste out of their fleet operations. Isotrak is connecting with the promises that retailers make to their customers, by helping them deliver on these promises.

CEOCFO: What services do you offer that companies may not be taking advantage of the way you anticipated?

Mr. Conner: We integrate with all of the systems that most of the companies have, such as payroll and customer service. It may also be a contractor that wants to schedule when their employees can install flooring on a new house. To do this they may need visibility into the delivery to the retail outlet or wholesale outlet where they are picking up their supplies. It is that connection with their very end customers and really helping them better understand when they can be more efficient in scheduling their employees. They can also get better visibility into when you are going to deliver these retail products to the store. That is something that is really powerful. We are hearing a great deal about that. It could be home delivery as well. Customers really do not care about the speed at which you can deliver something. If I order something right now, I may not care if it gets here in 30 minutes, but more about if an order can be delivered before I get home from work, or before I go to the gym. It is that visibility and that schedule adherence. That is a game changer. People want to be able to depend on the time that you give them. They want an accurate arrival time. It could be retailers or contractors.

CEOCFO: You have offices in the UK and Australia. Would you tell us about your global reach?

Mr. Conner: We are primarily focused on English speaking markets. We also do some business in the French Canadian speaking provinces. We do business in the UK, parts of continental Europe, throughout North America and in Australia. We currently do business with 25% of the top global food retailers across those regions.

CEOCFO: How do you reach prospective customers?

Mr. Conner: That is a great question. In the UK, we have typically had a direct sales model. However, in North America, which is a much larger market, we have been leveraging partners. We see channel partners as being very important to us when we are looking at developing the Canadian and US markets. Approximately 75% of our new business is developed through channel partners in those markets. In Australia, we still see a great deal of value in a direct sales model, much like the UK.

CEOCFO: Are you referring to channel partners who are working on general technology with a company, or is there a more specific area?

Mr. Conner: Typically when we look at our channel partners, we do not want them to compete with one another. However, consider our core market, which again includes retail, food service, food retail, discount retailers, as well as post and parcel. We look at partners that are already doing business in these segments, and we consider if it is a natural fit. It could be hardware, other software, warehouse management software, scheduling, RMA or equipment service solutions. These are typically companies that are touching the same very same customers that we touch.

CEOCFO: How do you stay ahead of regulatory issues that might affect your customers?

Mr. Conner: We are closely monitoring requirements concerning the Department of Transportation, regulatory issues around hours of service, driver vehicle inspection reports, and food safety regulations. Of course, these differ by market. For example, Australia has some very different regulatory requirements. However, they are similar to the UK, which has a more automated compliance hardware system. We monitor food safety regulations very closely, as this topic is crucial to our target customers. We work to deeply understand the impacts around food temperature and safety. Then we take a look at the ecosystem and try to develop relationships with other folks that are focused on providing complimentary solutions to customers in those segments. If it is a food retailer, they may be interested in more than just the temperature of the food products while in transit. They may be interested in the temperature at the commissary when the food is being produced, through transit and then all the way to the cooler in the store. We are trying to take a very holistic approach when we take a look at some of the food regulations. Number one is the regulatory compliance, but then we look at what the customer is really wanting to accomplish. We want the customer to be confident that the food is safe.

CEOCFO: How do you ensure ease of use?

Mr. Conner: When it comes to ease of use, something that is unique about us is that we focus on changing the outcome, leveraging real-time alerting on customer-based Key Performance Indicators (KPIs). We have a user-configurable dashboard that RAG alerts when critical KPI targets are being missed or when they have fallen outside the desired range.

A customer may want to focus on drivers that are using harsh braking, and on deliveries that are taking more than 45 minutes. There are many more KPIs that one can target; up to 96 different KPIs can be monitored in our system. If things are going well on a delivery, we will provide users with a green indicator on the dashboard, and then it turns amber when things are beginning to go wrong, such as exceeding the 45 minute delivery threshold. If things are really going wrong, then that widget becomes red. Therefore, if something is going wrong users can change the outcome in real-time. Rather than generating a report at the end of the day, one can do something to improve the outcome in that moment. That is what is unique about Isotrak. We offer a customized view of the fleet operation, a customizable KPI capability for what is important to each user in his or her job function. With this tool, one can act on things that are not going well while they are occurring and avoid costly mistakes before it is too late.

CEOCFO: What is surprising for you as the business has grown and evolved?

Mr. Conner: What is surprising is that different markets have very different and specific needs. There are different technologies and different adoption rates by market. The UK tends to be much more advanced when it comes to retailers tracking deliveries. For example, the Home Delivery market is a much larger part of the distribution mix in the UK, and retailers there have very sophisticated solutions for their home delivery fleets. Omni-channel marketing is growing in North America, and we can use much of what we learned in the UK in our discussions with North American customers.

CEOCFO: Put it together for our readers. Why choose Isotrak?

Mr. Conner: The real differentiators for Isotrak boil down to our focus on changing the outcome in real-time. We integrate with other internal and third party systems that are being used today to provide our customers with a single, meaningful platform. These systems may include payroll or planning systems. We integrate with those systems to provide more meaningful data to our customers. Then, we alert our customers as to what is working and what is not working, so that they can focus on changing the outcome for the business. If something is not working, change it now. Don't wait for a report. We enable them to make quick decisions that impact the bottom line.

The other unique differentiator for us is that we can provide that very same visibility into the performance of third party fleets. Therefore, if companies are choosing to outsource some of their deliveries to 3PL carriers, we can provide the same visibility into delivery performance for both their private fleet and their contracted carriers.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



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