



# Media Manager

## Transport Corporation of America Keeps Drivers Connected with Omnitracs' Media Manager

Recruiting and retaining the best drivers and keeping them safe on the road are major challenges facing commercial trucking fleets today. There is a shortage of qualified drivers, so industry leaders like Transport Corporation of America, Inc. ("Transport America") are using Omnitracs' fleet management technology and powerful Media Manager application to deliver valuable, timely, and personalized content and training directly to the cabs of their drivers' vehicles. This keeps drivers more engaged, safer, and productive on the road while helping Transport America improve its efficiency and customer service.

Since its founding in 1984, Transport America has earned a reputation for hiring the best people, using and helping shape state-of-the-art technology, and offering unsurpassed customer service. The company was an early adopter of fleet management technology, with Omnitracs' legacy OmniTRACS™ mobile computing system.

Transport America is located in Eagan, Minnesota, a southern suburb of the Twin Cities of Minneapolis and St. Paul. With eight full-service support centers and 10 small terminals, it serves customers throughout the United States, Mexico, and Canada. The company carries goods for many Fortune 500 companies, including retailing, manufacturing, furniture, consumer and recreational products, and expedited freight. Its fleet includes more than 1,840 late-model units, more than 5,050 dry vans, 350 owner operators, and 2,200 drivers.

### Upgrade to Mobile Computing Platform 200 (MCP200), Quick Rollout, Positive Feedback

In 2009, when Omnitracs announced plans for the MCP200, Transport America enthusiastically upgraded its fleet from the OmniTRACS system in order to take advantage of the latest advanced applications like Media Manager available on the new platform. In early 2011, Transport America acquired Southern Cal Transport based in Birmingham, Alabama, making it one of the top 15 for-hire dry van truckload carriers in the United States. By having already incorporated Omnitracs' advanced technology into its operations, Transport America was well equipped to handle the additional drivers, products, and services brought about by the acquisition.



# Transport America's Story: Delivering Excellence with Media Manager

## Challenges and Goals

- Recruit qualified drivers
- Improve driver satisfaction and retention by keeping them connected in a convenient, timely, and cost-effective manner
- Increase driver safety with easy-to-use technology, critical alerts, and augmented training
- Continue offering excellent customer service

## Solution

- Omnitracs' Media Manager application

## Benefits and Results

- Increases driver satisfaction and knowledge by keeping drivers connected and informed
- Improves driver safety with intuitive interface, critical information alerts, augmented training, and improved communication of information between driver instructors and drivers
- Supplements in-class training
- Increases driver efficiency by reducing or eliminating voicemail or visiting support centers
- Improves overall operational efficiency and communication of information by allowing fleet managers to target messages to specific drivers or groups of drivers and to monitor file usage
- Helps reinforce sales leads and driver referral programs
- Improves customer service

Upgrading to the MCP200 with Media Manager allowed Transport America to send rich content to drivers in the form of video, audio, and PDF files. One of the company's goals was to use the MCP200 and Media Manager as a recruiting tool to attract excellent drivers, keep them connected, and as a result, offer the best service possible to customers.

"The MCP200 with Media Manager was a natural for us, a requirement for our next generation, in-cab technology. We already had Omnitracs as a partner and all the Omnitracs systems integrated seamlessly so we had no desire to leave that," said Tom Benusa, Transport America's chief information officer.

Transport America was an early adopter and testing partner of Media Manager. Once they started implementing the application in part of their fleet, drivers were soon offering positive feedback. Other drivers were very eager to be next on the list to have Media Manager. "Our testing was short-lived because it was obvious that it was going to work and work well," said Benusa. Within a few months, the company enabled most of its trucks to support Media Manager and included it in their regular new-hire training.

According to Benusa, drivers were so positive about the MCP200 and Media Manager application, that they enjoyed showing off the new technology to the drivers who didn't have it yet. "We have stories of drivers at a truck stop or support center saying 'Come watch it' and seeing two or three of them huddled around the in-cab display watching a company video."

## Drivers Feel More Connected and Work More Efficiently

Media Manager allows fleets to deliver audio, video, and PDF files to their drivers, keeping them updated with timely information and helping them feel more connected to their company. Before using Media Manager, Transport America sent most of its messages by voicemail, which often were not heard by the drivers in a timely manner. Media Manager has reduced or eliminated the need for drivers to check voicemail. The application has also allowed a lot of the company's training materials to be sent to drivers on the road to view at their convenience instead of having them stop by a terminal or support center. Drivers enjoy this flexibility and freedom.

In a typical week, Transport America drivers might receive two or three messages via the Media Manager application. The majority of these are audio updates from operations managers or from the senior management team. PDF files are also used to announce special events, provide awareness to current Transport America programs, and update policies.

Today, Transport America also sends videos to their drivers on a wide range of topics, from safety and business updates to welcome messages when the driver comes on board with the company. Some of the videos feature fellow drivers while others incorporate quizzes to help reinforce their training. "While Media Manager is a great safety tool, it can be much more than that," according to Benusa. "We use a variety of messages and formats to keep the content fresh and the drivers interested."

Media Manager is a great business tool, but also allows Transport America to send out driver recognition, celebrate company wins, and invite drivers to special events, according to Benusa.

Feeling connected with regular company updates—whether video, audio, or PDF—has greatly improved driver satisfaction and efficiency, according to Benusa. During the acquisition of Southern Cal Transport, Transport America also relied on Media Manager to send timely messages to drivers explaining the benefits of the transition.

### Less Distraction Means Safer Drivers

The MCP200 platform has minimized driver distraction and improved driver safety for Transport America through an intuitive, easy-to-use interface, and text-to-speech and navigation features. With Media Manager, Transport America has reduced or eliminated the need for drivers to pull into designated stops to check for messages or receive files. Media Manager has also improved communication of information between driver instructors and drivers and augmented regular training with additional content on a variety of safety-related topics.

### Improved Overall Efficiency and Customer Service

In addition to improving driver satisfaction, productivity, and safety, Transport America has improved overall operational efficiency with Media Manager. The application is intuitive with customizable tabs and drag-and-drop functionality. Managers can target messages to individual drivers, specific groups of drivers, or all drivers in the fleet. Media Manager also allows managers to verify who has opened files and remotely delete files from in-cab units when necessary. Media Manager's "self-management" feature also saves time by having documents become available and expire at specified dates and times. Having the option to send files using low-cost Wi-Fi has also been a big benefit, according to Benusa.

Some of the messages the Transport America drivers receive through Media Manager are incentives to participate in the driver referral and sales lead programs, benefitting both drivers and the company.

Ultimately, Transport America customers also benefit by having well-qualified, long-term drivers delivering their goods safely and on time.



*Tom Benusa  
Chief Information Officer  
Transport America*

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## Continuing to Deliver Excellence

“We deliver excellence!” is Transport America’s vision statement, based on core values of safety, integrity and respect, creating success with a positive culture, and a passion for excellence.

Transport America’s reputation for excellence has helped the carrier win several awards, including the 2011 Quest for Quality award for the top truckload dry freight provider. Given out yearly by Logistics Management Magazine, this award is among the most prestigious in the transportation and logistics industry. Several customers and suppliers have also honored Transport America with awards for outstanding service, including FedEx Express and PPG Industries. In 2012, Transport America was recognized as the fastest growing truckload carrier by Transport Topics.

The Omnitrac mobile fleet management technology Transport America has chosen to help it operate efficiently also reflects and reinforces its core values. Applications such as Media Manager help create a productive and positive in-cab office environment that helps attract and retain the best drivers in the industry and maximize productivity without compromising safety.

Looking to the future, Transport America plans to increase its use of Media Manager to keep their drivers informed and connected. The company will continue to increase and refine its training capabilities. This benefit will further minimize drivers having to stop at support centers and terminals, yet still keep them engaged and connected to the company. According to Benusa, Media Manager helps enhance communication of information between fleet managers and drivers. “This application puts a face in front of drivers, which talks to them in a much more personal and timely manner,” says Benusa.



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*Omnitracs' Mobile Computing Platform 200 (MCP200).*

#### **KEY FEATURES:**

- Delivers audio, video, and PDF files to a single driver, group of drivers, or entire fleet.
- Delivers files through terrestrial and Wi-Fi networks.
- Files sent through Wi-Fi networks are at no additional charge.
- Allows drivers to print PDF files without leaving the cab with Omnitrac approved printers.
- Allows fleets to preview uploaded files, see when files are received, and remotely delete the files from the mobile unit.
- User interface is intuitive and easy-to-use for the driver and provides alerts when new files have been received.

## Omnitracs' Media Manager

Omnitracs' Media Manager application allows fleet managers to keep their drivers informed and connected while they are on the road. Media Manager sends audio, video, and PDF files from the office to the cab and back again. These files can include informational alerts, training videos, and critical information such as maps, forms, or permits. With an approved Omnitracs printer, drivers can also print out PDF files in their cabs.

Media Manager can help improve productivity and safety, provides flexibility in the delivery of critical information, and increases driver job satisfaction and retention.

As companies such as Transport America have experienced, Media Manager can offer significant benefits in many areas:

Improves fleet operations and customer service

- Enhance the impact and quality of communications with audio, video, and PDF files.
- Deliver content to single drivers, groups of drivers, or the entire fleet.
- Maintain consistent and timely messaging across the fleet.

Provides training information to drivers

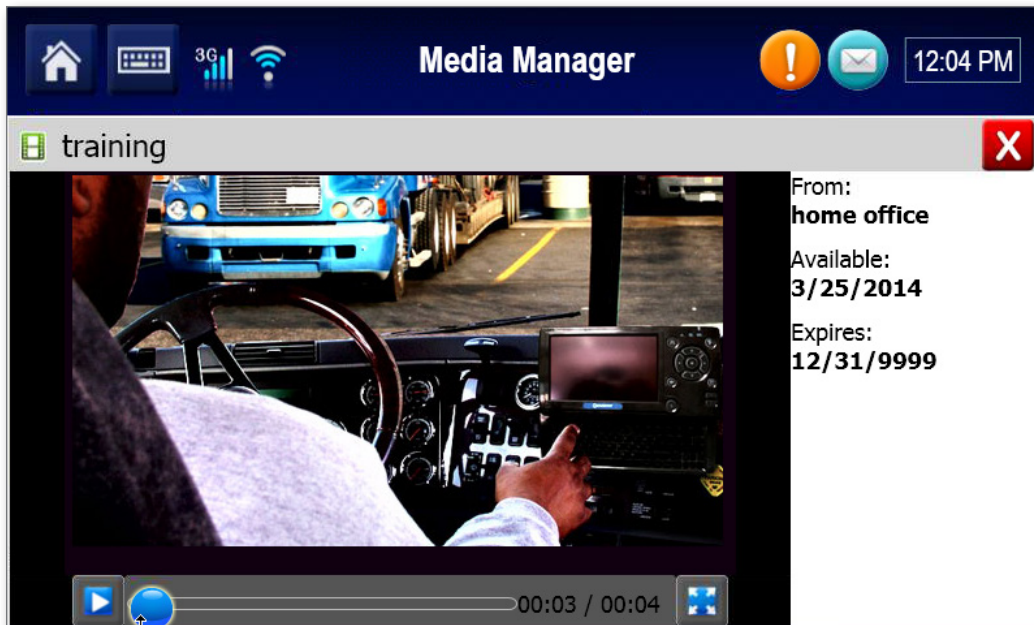
- Proactively addresses any driving behaviors that need improving.
- Allows managers to verify when files are received.

Increases driver job satisfaction

- With immediate access to information they need, drivers feel more connected to the company while on the road.

Helps drivers stay compliant

- Immediately provides drivers with special permits and instructions they may need, especially when crossing international borders.



By delivering video content, fleets can help drivers feel more connected. (Only available on MCP200)



PDF delivery ensures that drivers have access to important documents.

## Getting More from Your Technology Investment

The Omnitracs Alliance Program facilitates integration of Omnitracs solutions with other leading companies that provide complementary technologies and services. This program taps into the power of integration in order to best meet the needs of our shared customers.

We offer Omnitracs Professional Services to all sizes of fleets to help you utilize our applications and our partners' applications in the most efficient way. Our assessment, integration, custom development and programming, training, business intelligence, and predictive modeling services deliver practical solutions. This critical information increases your productivity and efficiency, so you can both grow and differentiate your business.

The Omnitracs Services Portal provides access to a suite of web-based fleet management applications, including satellite mapping. Data from the Services Portal can be integrated into your existing enterprise systems.

## About Omnitracs, LLC

Omnitracs, LLC is a global pioneer of fleet management, routing and predictive analytics solutions for private and for-hire fleets. Omnitracs' nearly 1,000 employees deliver software-as-a-service-based solutions to help more than 50,000 private and for-hire fleet customers manage nearly 1,500,000 mobile assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics over 25 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

Learn how you can use our applications, platforms, and services to reduce costs, increase profitability, and stay competitive. Visit [www.omnitracs.com](http://www.omnitracs.com) and let us show you how you can save time and money.



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