



Omnitracs Sylectus



Collaboration and Technology Helps V3 Transportation Monetize Spare Capacity

The sharing economy has evolved from its early origins nestled within a community, to a grand and global scale where we now can share homes, cars, bikes, designer purses, boats, and other assets directly with each other — all coordinated via the Internet. Sharing assets is cheaper and easier than ever before, which makes it possible on a larger scale; this also proves true for commercial transportation. Over the past several years, the sharing economy has taken off in this industry and has disrupted traditional business models, thereby spurring the fast growth of fleets by enabling them to leverage spare capacity, expand operations without significant investment, and work collaboratively.

28 percent of truck trailers run empty, which begs the question: *what are empty trucks costing your business?* While this unused potential represents a tremendous overcapacity, it is also the core of the sharing economy. Instead of letting it negatively impact your bottom line, what if you adopted technology that allowed you to scale to customer demand in real time and monetize that spare capacity? Omnitracs customer V3 Transportation did just that. And from the very start of its business, V3 Transportation leveraged Omnitracs' unique SaaS-based Transportation Management System (TMS) and Alliance Network of like-minded fleets to solve its capacity and demand challenges, while adding strategic value.

“By supporting three critical functions — brokerage, dispatch and back-office operations — in one solution, Alliance Pro has provided value far beyond what any other TMS solution could.

— Robert Poulos, CEO
V3 Transportation

Launched in 2013 by two trucking industry veterans, Robert Poulos and John Sliter, V3 Transportation is an expedited carrier with more than 85 trucks in its fleet that specializes in same day, emergency, direct delivery across seven industry verticals. Company founders turned to Omnitracs Sylectus TMS based on the brands' reputation and reliability as a superior technology, its affordable price, and its scalability. V3 Transportation recognized the power of the technology immediately, and actually wrote Omnitracs into the business plan. Since day one, V3 Transportation was able to enter the market aggressively, and has rapidly grown the company in a cost effective manner by partnering with other carriers and efficiently streamlining its back office operations.



Omnitracs Sylectus TMS is the engine that drives all of V3 Transportations' operations — brokerage, dispatch, and back-office operations — and there were several attractive features that led to its selection by the carrier. The power of the technology, which is a cloud-based system, gives management the flexibility to work from anywhere, at any time. Omnitracs Sylectus TMS also creates an automated workflow for the management team that assures accurate asset tracking, seamless driver communication, and exceptional customer service. Since joining the Omnitracs Sylectus network, V3 Transportation has been able to work with more than 200 partner carriers, assess capacity within its own network of owner operators or across other partner fleets, and procure and complete shipments that they would not be able to do outside of the Omnitracs Sylectus Network.

“Omnitracs Sylectus TMS and network has enabled V3 Transportation to act like a larger carrier with the platform to grow even further.”

— Robert Poulos, CEO
V3 Transportation

One of the most impressive benefits of using Omnitracs Sylectus TMS has been V3 Transportations' ability to say yes to nearly every request, and compete effectively with bigger, brand-name expedited fleets. Working alongside partners within the Omnitracs system, V3 Transportation has been able to handle its own customer activity, in addition to fulfilling partner-carrier needs when possible. When a job comes in, Omnitracs Sylectus TMS allows the carrier to search its own capacity and resources, and — in a matter of seconds — identify within a certain geographic market its available truck capacity to make the shipment happen.

As an expedited carrier, chain of custody is extremely important for V3 Transportation's customers. Its customers expect a high level of visibility to track cargo, and Omnitracs Sylectus TMS easily enables that. Working with partner carriers that are also on the Omnitracs' system enables satellite tracking on a common operating platform and eliminates dark spots. Likewise, the carriers' drivers are also satisfied with the technology, which they find seamless and efficient. Everything is automated, with all communications traveling through the system and into the truck cab, keeping drivers off of the phone for check-ins and on the road the driving.

With the ability to act like a larger carrier with Omnitracs Sylectus TMS, V3 Transportation has been empowered to accept business, grow, and achieve its sales and operating goals for the past three years. In 2015, the carrier experienced 63 percent year-over-year growth and an increase of its customer base by 46 percent. In three short years, it has grown to be a \$12,000,000 company in revenue.

V3 Transportation has solidified its foothold in the expedited transport space and, thanks to its top-notch performance, has earned the customer validation to keep it as a top-of-mind carrier. Ready and excited for even more growth, V3 Transportation represents one of the many progressive and innovative fleets that is part of the new transportation ecosystem.

Powerful Transportation Management in the Cloud

The Omnitracs Sylectus Transportation Management System (TMS) is robust, innovative, and scalable — delivered in a SaaS, web model that slashes costs and implementation times.

The Sylectus TMS automates manual tasks so fleets can focus on customers and profits, featuring:

- Automated Operations — Streamline processes including dispatch, payroll, billing, and more.
- Flexible Integration — Seamlessly integrates with existing technology platforms, including telematics and finance systems. The Omnitracs TMS is not an island, it's a bridge.
- Robust Data Management + Reporting — Make data management and reporting seamless and efficient. One data entry point populates and shares critical documents, including dispatch orders, pay sheets, invoices, and financial reports. Say goodbye to tedious paperwork.
- Ability to Stay in the Know — Trip Management and real-time event notifications. Automatic ETA calculations keep fleets proactively informed.
- Improved Customer Service — Trip updates flow directly to your customers via automatic emails, eliminating excessive phone calls.
- Security — Protect your data, and securely manage relationships with partners.
- Built-in Dispatch — Import or create routes and assign them to vehicles. Manage billing, invoices, and driver settlements with an intuitive interface.
- Scalability — Growth in the transportation industry brings new challenges. The Omnitracs TMS is built to scale with you.

About Omnitrac's, LLC

Omnitracs, LLC is a global pioneer of fleet management, routing and predictive analytics solutions for private and for-hire fleets. Omnitrac's' 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. Omnitrac's 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.omnitrac's.com and let us show you how you can save time and money.



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