



In-Cab Scanning

Marten Transport Improves Driver Productivity and Substantially Reduces Billing Cycles with the In-Cab Scanning Application

Scanning over 160,000 documents per month, Marten Transport needed an end-to-end document management solution. In-Cab Scanning was the answer.

When Roger Marten bought his first milk truck route in 1947 in Modena, Wisconsin for \$400, he had the vision to keep going and growing, even at the young age of 18. Now, 65 years later, Marten Transport, Ltd. is one of the largest refrigerated carriers in the United States.

Based in Mondovi, Wisconsin, Marten Transport today has more than 2,200 tractors, 4,100 trailers, and 2,700 employees. The company provides truckload, intermodal and brokerage service to 48 mainland states, Canada, and Mexico, with 13 terminals throughout the United States, from Oregon and California on the West Coast to Virginia and Florida on the East Coast.

Roger Marten's son Randy carries on the company's vision today as chairman and CEO. That vision is what has helped Marten Transport deal with the many challenges facing the trucking industry today, including increased competition, rising operational costs, fluctuating fuel costs, driver shortages, and safety and compliance management.

For temperature-sensitive carriers such as Marten Transport, there are additional pressing challenges. They must meet demanding delivery deadlines and protect the refrigerated goods they carry with temperature control. To meet these challenges, Marten Transport has been an early adopter of technology to help run their business more efficiently. In 2010, the company installed the Mobile Computing Platform 200 (MCP200) with the In-Cab Scanning application.

Marten Transport's main goals in collaborating with Omnicracs were to improve driver productivity by reducing out-of-route miles, eliminate unnecessary handling of customer paperwork, and increase office efficiency by expediting payroll and billing cycles. With Omnicracs' help, Marten Transport has been able to meet and exceed these goals and enjoy additional benefits.

"Marten Transport has saved up to \$5,000 a month in administrative costs since using In-Cab Scanning."

**— Randy Baier
Director of Information Technology
Marten Transport**



Marten Transport's Story: Easier Scanning, More Productive Drivers, Faster Billing & Payroll Cycles

Goals

- Improve driver productivity with fewer stops, out-of-route miles, and errors due to manual entry of information
- Improve office efficiency and shorten billing and payroll cycles
- Maintain excellent customer service
- Improve temperature management with near real-time confirmation

Solution

- The In-Cab Scanning application on the MCP200 platform

Benefits

- Improved driver productivity and satisfaction with easier scanning of documents and less time searching for scanning locations
- Improved temperature regulation on refrigerated units, saving thousands of dollars in claims
- Reduced administrative costs and manual data errors
- Improved office efficiency with automated indexing
- Shortened billing and payroll cycles for faster payment

Results of Implementing In-Cab Scanning

- Saved up to \$5,000 per month in administrative costs
- Improved billing cycle by 1½ days
- Improved payroll cycle by 2½ days
- Saved equivalent of two full-time positions in the office with automatic indexing
- Decreased truck stop accidents/incidents almost seven percent in a year

Improved Driver Productivity

Because Marten Transport's drivers are hauling such time and temperature sensitive goods, they must meet extremely demanding delivery deadlines. The less time they spend searching for truck stops or other locations where they can scan their documents, the more quickly they can get back on the road and reach their destination. With the In-Cab Scanning application, drivers can scan documents conveniently from the cab of the truck in any location. This reduces waiting time and scanning fees at truck stops or other locations, as well as time spent traveling out-of-route to find a scanning facility. It also eliminates the need for drivers to keep track of customer paperwork until returning to a terminal or reaching a truck stop.

Before adopting the In-Cab Scanning application on the MCP200, Marten Transport tried other solutions. According to Controller Kathy Degenhardt, "We worked with some other companies to get in-cab scanning in the trucks, but it required the drivers to have a laptop. From an IT standpoint, it was a difficult task trying to support many different types of software. That solution wasn't ideal for us, so when Omnitrac's brought us In-Cab Scanning, we jumped on it and signed up."

The desire to make scanning convenient for their drivers, keep drivers organized, and be able to send information as soon as possible was key to Marten's decision to adopt Omnitrac's solution. "When we were utilizing truck stop scanning, it required the drivers to get to a truck stop. Often a driver was not at a truck stop and very close to a payroll deadline. With In-Cab Scanning drivers can be anywhere in the country and still get that paperwork in," said Degenhardt.

Related Benefits

As a result of adopting In-Cab Scanning, Marten Transport also realized benefits in other key business areas:

In addition to fewer out-of-route miles and additional driving time with In-Cab Scanning, drivers now spend less time at truck stops. According to Randy Baier, Director of Information Technology, this has had the side benefit of reducing accidents, since many minor accidents occur at truck stops. "A lot of our minor accidents occur at truck stops, so the less we have to go to truck stops, the better," he said. According to Baier, there has been a seven percent decrease in annual truck stop accidents.

Increased driver satisfaction – With more productive hours on the road and less paperwork, drivers are more satisfied overall with their jobs and less likely to leave. Since driver turnover and shortages are among the industry's biggest challenges, keeping drivers satisfied with their work keeps Marten Transport ahead of the curve. The company is proud of the professionalism of their drivers. According to Operations Manager Jeremy Guth, "With regard to In-Cab Scanning, one of our largest customers is actually our drivers and they've had a huge benefit."

Better temperature verification – As soon as drivers receive and scan billing information from the customer, Marten's fleet and dispatch managers are able to verify immediately that the temperature of the refrigerated unit is correct. Although Marten's trailer tracking software also allows them to check temperature, the back-up check is an added benefit. According to Baier, "A lot of times, we send drivers to pick up freight and we do not have confirmation on what the temperature of the reefer unit is supposed to be. So when they get to the pick-up location, the drivers are required to look at the bills to find the correct temperature setting and set accordingly. We use that paperwork on the back end to verify that the driver did set the temperature correctly." According to Baier, being able to correct any errors immediately has saved the company thousands of dollars in possible claims.

"At the end of 2011, Marten Transport announced a net income improvement of 47.1% for the fourth quarter over the same quarter in 2010. This was the highest net income for any quarter in the company's history. For the entire year of 2011, the company's net income increased 23%, according to news posted on its website.."

Improved Office Efficiency

In addition to improving driver productivity, Marten Transport's other main goal in implementing In-Cab Scanning was to improve office efficiency. With the help of In-Cab Scanning, managers and office staff are able to receive information in near real-time with high resolution images using Omnitrac's proprietary algorithms and handle administrative tasks more efficiently. This has dramatically improved the billing and payroll cycles.

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Director of Information Technology
Marten Transport**

“Automatic indexing has saved Marten Transport the equivalent of two fulltime office positions.”

— Randy Baier, Director of Information Technology, Marten Transport

With In-Cab Scanning, drivers can scan proof-of-delivery documents and other customer information almost as soon as they make a delivery, allowing the office staff to start the billing process immediately and the company and drivers to be paid more quickly. While it used to take days before this information was available to Marten Transport’s administrative staff, now the window of time is 1½ days shorter, according to Controller Degenhardt. “It’s critical that we get those documents in here at the appropriate time to get things entered so we can get compensated and drivers get paid,” she said.

The payroll cycle has also been shortened — by 2½ days. With In-Cab Scanning, drivers are ensured that loads that deliver early in the week can still get on Friday’s paycheck. This wasn’t always the case when the means to get the information into the payroll department was dependent on the proximity to a truck stop. Drivers are also more likely to scan documents promptly after each trip, according to Baier, instead of waiting until the last minute to send all information. This makes it easier and more efficient for both the drivers and the office staff.

Another feature that has been useful to Marten Transport is In-Cab Scanning’s ability to automatically index scanned documents. Before adopting In-Cab Scanning, administrative staff had to index every document manually. “We no longer require our people at the back end to manually index every document sent, so it frees up time to work on other things,” said Baier. He also noted that automatic indexing has saved Marten Transport the equivalent of two full-time office positions.

“I think it was a pretty easy installation and we get a lot of positive feedback from the drivers that the system is user-friendly and they like it.”

— Jeremy Guth, Operations Manager, Marten Transport

Seamless Integration and Easy Implementation

Omnitracs applications, including In-Cab Scanning, integrate seamlessly with Marten Transport’s own dispatch system, as well as other imaging and trailer tracking software the company uses. For storing and retrieving documents, Marten Transport uses an imaging application with an interface to their own software. “We have in excess of 160,000 documents per month, so all of those documents are downloaded on the FTP server and through integration get processed and indexed into our back office system,” said Baier.

“We felt there was a need for another field for us to index information correctly on the back end and Omnitracs was very responsive to adding that field for us and making that part of the application.”

— Randy Baier, Director of Information Technology, Marten Transport

Adopting the MCP200 and In-Cab Scanning went smoothly, according to Operations Manager Guth. “It was a pretty easy installation and we continue to get a lot of positive feedback from the drivers that the system is user-friendly and they like it,” said Guth.

Marten Transport managers were able to rely on the Omnitracs support team both during and after the implementation phase. According to Degenhardt, Omnitracs was instrumental in a successful rollout and made sure Marten Transport had seamless integration and exceptional image quality.

Soon after implementing In-Cab Scanning, managers and drivers realized they needed an indexing field and turned to Omnitracs. According to Baier, “We needed another field to index information correctly on the back end and Omnitracs was very responsive to adding that field for us and making that part of the application.”

Key Features:

- Easy-to-follow user interface for scanning critical documents
- Hi-resolution images with Omnitracs’ proprietary algorithm
- Compact, reliable, and cost-effective scanner
- Seamless integration with your office system
- Convenient access to scanned data using:
 - HTTP portal
 - Email
 - FTP
 - Web services

Key Benefits:

- Enhances customer satisfaction with proof of delivery within minutes instead of days
- Reduces costs, errors and delays associated with manual entry
- Reduces wasted time and out-of-route miles
- Eliminates truck stop wait times and scanning fees
- Improves driver satisfaction and quality of life
- Increases driver and office efficiency and productivity
- Speeds up data verification, billing and payment cycles
- Maximizes flexibility and productivity by integrating document scanning with your other business tools

“Expect the Best!”

Marten Transport’s motto is “Expect the Best!” With its commitment to constant improvement with the help of the latest technology, Marten Transport has been able to realize the best. At the end of 2011, the company announced a net income improvement of 47.1 percent for the fourth quarter over the same quarter in 2010. This was the highest net income for any quarter in the company’s history. For the entire year of 2011, the company’s net income increased 23 percent.

In addition, Marten Transport has received several awards in recent years, including Innovator of the Year from industry publication *Commercial Carrier Journal*.

For Marten Transport, partnering with Omnitrac’s has helped them enjoy continued growth and realize their goals of improving driver productivity and office efficiency. According to IT Director Baier, Marten Transport has saved up to \$5,000 a month in administrative costs since using In-Cab Scanning.

With Omnitrac’s help, Marten Transport is able to stay on top of the demanding challenges of timely delivery, temperature control, driver satisfaction, and providing excellent customer service — and the even larger challenges of managing costs, competition, and compliance.

“We are a growing company, we’ve been with Omnitrac’s for a number of years and they will continue to play into our growth and where we’re going,” said Controller Degenhardt.

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In-Cab Scanning

The In-Cab Scanning application helps transportation companies like yours manage important documents quickly and accurately. Close the loop on paperwork associated with pick-ups and deliveries. Your drivers can scan and send important documents from the cab of their truck. No more wasted time making extra stops and paying fees to copy, scan, fax, or email documents.

In-Cab Scanning can help improve your customer and driver satisfaction by reducing manual errors associated with re-keying important information, such as trip and mileage reports, proof of delivery documents, time sheets, receipts and other critical customer information.

In-Cab Scanning can work seamlessly with your office system to improve efficiency and speed up the billing cycle for faster payment.



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 and let us show you how you can save time and money.



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