



OMNITRACS AND PARTNER RMJ TECHNOLOGIES HELPS FLEET OPERATOR EAST-WEST TRANSPORT SCALE UP FOR FUTURE BUSINESS NEEDS WITH FLEXIBLE, RELIABLE TELEMATICS SOLUTION



In today's compliance-focused world, small fleets are relying not just on technology providers but also on the provider's partner networks to introduce them to the technology that fits the business needs of their operations. RMJ Technologies, a consultant and reseller of GPS tracking technology and telematics solutions, equipped Nevada-based East-West Transport with technology from Omnitrac.

East-West Transport is a FedEx ground contractor based in Las Vegas. Established in 2015, the company operates transport centers in Nevada, California, Texas, and Pennsylvania, and provides light-hauling service for FedEx in the 48 contiguous U.S. states by employing 40 and operating 25 tractor-trailer trucks.

THINKING LONG TERM

When Alex Osipov first founded East-West Transport in 2015, he had his eye on the future.

Long before the federal ELD mandate took effect in late 2018, Osipov had some immediate technology purchases to make to track his small fleet and comply with an Hours of Service mandate that FedEx required of its contractors.

While he wanted to keep startup costs under control, Osipov was thinking bigger. He was focused on a point in time several years down the road when he would operate 25 trucks and service a much wider area for FedEx. Osipov wanted to invest in a technology that would scale with his operation.

“

The goal was to **GROW**, and I was looking for a solution that would meet my needs three years from then rather than just get something that would get us started



“The goal was to grow, and I was looking for a solution that would meet my needs three years from then rather than just get something that would get us started,” Osipov said. “I didn’t want to get locked into a platform I was unhappy with.”

TALKING THROUGH THE OPTIONS

Osipov started researching technology providers with solutions that would serve his immediate needs – GPS tracking of trucks and automated Hours of Service capability – and grow with the operation. He compared solutions and references then settled on Omnitracs as his first choice based on its product specifications and positive recommendations from its 25-year history in the market.

A conversation with Omnitracs channel partner RMJ Technologies of San Marcos, Calif., sealed the deal and he purchased a pair of Omnitracs Intelligent Vehicle Gateway (IVG) solutions.

“I knew what I wanted, and they were very responsive,” Osipov said. “I impressed upon them how I was looking for a long-term solution. They talked me through the options, and Omnitracs was the right vendor for my immediate and future needs.”

“
Omnitracs
was the right
vendor for my
immediate and
future needs

UNDERSTANDING THE ISSUES

RMJ has worked with Omnitracs as a reseller since 2014. President Mauricio Berber said Omnitracs is a good fit for East-West Transport because it provides a reliable telematics platform that is well respected in the industry and positioned to grow along with the trucking firm’s needs.

“Back then, there was a wave of providers that started offering so-called ELD solutions where they pair black-box telematics with a conventional over-the-counter tablet,” he said. “Omnitracs offered more than that. It had been around a long time, over 25 years, and it catered to the market of over-the-road companies. They understood the issues over-the-road companies experienced in terms of dust,

noise, and other issues. Omnitracs was attractive because it had a lot of experience. That carried a lot of weight. It provided a product that was truly reliable and truly made for that environment.”

Berber said his fleet optimization firm prides itself on working with prospective customers to determine the best technology options for their long-term needs.

“Part of identifying what the customer’s needs are is understanding the growth potential,” he said. “We want to make sure we provide something that’s good today and can expand and help them as they grow. For example, if you have only two trucks, maybe a tablet solution would work fine – because they don’t want to spend a lot of money. But if your customer wants to expand and have 50-100 trucks at some point, it’s better to put in the right platform today rather than having to change the system and spend even more money.”

“Contrary to what most people believe – that salespeople want you to buy, buy, buy – we try to take a consultative approach. You can save them money over the long haul if you know where they’re headed. We truly are looking out for the benefit of our customers as we make a sale.”



HOURS OF SERVICE AND GPS TRACKING

Omnitracs IVGs include a robust dashboard with reporting features and several driver-friendly features that simplify the compliance process. The IVGs met the tracking functions FedEx required including driver’s hours of service and the number of miles drivers log in each state.

Osipov said the GPS tracking capability has helped him know where his trucks are at all times rather than having to call drivers repeatedly to determine their whereabouts.

“It’s important in our operation so I can plan another role for them,” he said. “Are they 8 hours away, 10 hours away? This way, I’m able to plan the next load.”

DASHBOARD CAMERAS PROVIDE PROTECTION AND TRAINING TOOLS

Over the years, East-West Transport has expanded significantly, adding dispatch stations in California, Texas, and Pennsylvania. It now has 25 trucks making long-, short- and local-haul trips to all 48 contiguous U.S. states.

The company has installed Omnitracs ELDs in all 25 trucks and has taken advantage of new capabilities, including performance monitoring and vehicle diagnostics. These new capabilities have helped the firm get up-to-date reports on vehicle readiness so it can initiate timely maintenance procedures.

East-West Transport also has equipped nine of its trucks with Omnitracs Critical Event Video — dashboard cameras that record video footage of critical events such as accidents and hard braking situations. Osipov said the cameras have helped the firm protect itself from false claims and liability, assess driver performance, and collect valuable materials for driver training. He said he pulls footage and creates video training packages for the whole staff once a month – providing links for drivers to access on a Google Drive.

Osipov said the Omnitracs platform provides flexibility in several areas. One is the ability to dynamically move the cameras in and out of service based on seasonal business demands. While many vendors require long-term contracts for camera-based solutions, Omnitracs Critical Event Video contains no lock-in language, allowing East-West Transport to manage costs as trucks phase in and out of operation.

A SCALABLE PLATFORM AND EXCEPTIONAL CUSTOMER SERVICE

Osipov said he has been happy with how Omnitracs has provided a scalable, dependable platform to help his business grow.

“If you’re looking to know where the fleet is, track performance, do mileage reporting, all those things, Omnitracs has been doing it for a long time,” he said. “It’s a robust platform that works. I wouldn’t want to go with an unknown provider; I’d rather have peace of mind. And the customer service aspect is important, too. Sometimes, if an issue pops up with the ELD — with some providers — good luck getting in touch with customer service. Omnitracs customer service has been exceptional.”

OMNITRACS SOLUTIONS

Omnitracs offers a variety of ELD solutions for fleets of all sizes that integrate with other Omnitracs solutions to track Hours of Service, safety events, and more. IVGs are registered with the FMCSA for ELD compliance and keep drivers connected on the road with hands-free functionality and easy-to-read notifications. Omnitracs Critical Event Reporting helps fleet managers monitor events with onboard sensors and real-time event alerts. And, Omnitracs Critical Event Video can help exonerate drivers by showing what really happened on the road during a critical event.



Learn more at omnitracs.com



ABOUT OMNITRACS, LLC

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitracs’ more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 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.