



# WIL FISCHER COMPANIES + OMNITRACS



## ***ABOUT WIL FISCHER***

Founded in 1966, Wil Fischer Companies is a wholesaler and distributor for Anheuser-Busch. They are dedicated to providing the freshest, highest quality products and maintain a strong customer focus based on the understanding that “service sells beer.”

Today, the company has 75 employees covering six counties in Missouri. The company is part of Anheuser-Busch Wholesalers, and works closely with 12 breweries and a vast network of refrigerated warehouses, computer-based inventory systems, and shippers to provide the most extensive and effective distribution network in the brewing industry.

## **THE CHALLENGE**

Wil Fischer has adopted a routine of looking over and completely revising their routing system every six months, adding routes during their busy summer months — which make up for 60% of their total revenue — and reducing routes in the winter.

However, using their long-standing manual routing system made this semi-annual re-routing approach not only extremely time-consuming, but near impossible.

In the past, we were tempted to put off creating new routes, looking to make changes every other year because it's so tedious by hand.

Jeffrey Gower, President,  
Wil Fischer

## **THE SOLUTION**

Wil Fischer reached a turning point in 2003 when it trusted Omnitracs to automate their routing process by investing in Territory Planner, now Omnitracs Strategic Planner, Omnitracs Routing and Dispatch, and Omnitracs FleetLoader®. The company later added Omnitracs MobileCast to their suite to view and track delivery ETAs in real-time and easily route merchandisers to better coincide with product deliveries.

The firm's leaders were already open to the idea of a computer-based solution, since President Jeffrey Gower was an early adopter of logistics technology and chaired the Technology Committee on Anheuser-Busch's wholesalers' panel.

I was impressed with this solution's ease of use, and how its tools can simplify such an important part of our business.

Jeffrey Gower, President,  
Wil Fischer

## ***THE RESULTS***

- \$75,000 in fuel savings in the first year alone
- Reduction from 17 to 14 routes during peak season
- Improved speed and efficiency of deliveries
- Reduction in driver road time while keeping earnings and satisfaction high

Even with the necessary technological support and culture change on our end, there's no doubt — you can see a return on investment very quickly with these solutions.

Jeffrey Gower, President,  
Wil Fischer

## FEATURED TECHNOLOGY



### **Omnitracs Strategic Planner**

Model resource planning scenarios while managing operations by leveraging advanced routing algorithms.



### **Omnitracs FleetLoader**

Dynamically manage your loading, transportation, and delivery process.



### **Omnitracs Routing and Dispatch**

Streamline and optimize daily route planning and delivery.



### **Omnitracs Proof of Delivery**

View and track orders and assets while managing routes anywhere, anytime.

Learn more at [omnitracs.com](https://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.