

 SOLERA | Omnitracs  
Fleet Solutions

# Case study: Palmer-Donavin and Omnitracs

How a holistic approach and  
converged solution provides  
bottom-line results

# The challenge

Before implementing Omnitracs Routing, dispatchers used a cumbersome, manual, paper-based organization that relied heavily on the personal experience and knowledge of the dispatcher on duty. The dispatcher would often spend four or more hours a day arraiging and rearranging paper orders on a table to create and manage standard routes.

This process was not conducive to timely customer notifications, and inconsistent driver experiences and daily route pressures created a constant search for new drivers.

# The solution

Palmer-Donavin installed Omnitracs telematics products in all trucks in 2012. So, when it was time to implement a routing and dispatching solution, they naturally turned to Omnitracs. Palmer-Donavin and Omnitracs developed a new workflow, and then trained their transportation staff on route planning and asset management using Omnitracs Routing and Dispatch.

On top of more efficient routing, Palmer-Donavin lives up to their motto "Service is our most important product" by offering a better customer experience through real-time delivery updates via Omnitracs Active Alert.

**The company was getting large enough that we needed to define a solution... We knew we needed a routing solution.**

Tom Bartlett  
Director of Operations, Palmer-Donavin

PALMER  DONAVIN

## About Palmer-Donavin

Founded in 1907, Palmer-Donavin began as a tinware manufacturer in Columbus, Ohio, delivering products in horse-drawn wagons. Over the next 100 years, they transformed and flourished due to a willingness to adopt new technologies and commit to industry-leading customer service. Palmer-Donavin added new distribution and manufacturing facilities and acquired other Midwest-based manufacturing companies to expand their product lines and service territory. Today, the company has eight divisions located across Ohio, Michigan, Illinois, and Minnesota, making them one of the Midwest's leading wholesale distributors of residential building materials.

# The results

With Omnitracs, Palmer-Donavin has been able to:

- Reduce wear and tear on vehicles and lower labor costs – Including an over-30% reduction of year-over-year overtime costs for drivers at one branch
- Quickly review and respond to changing routes throughout the day
- Cut time spent generating and adjusting routes to 45 minutes per day
- Cut mileage by up to 15% on select routes
- Experience a 15-20% decrease in inbound phone calls

**[Omnitracs Routing and Dispatch] has allowed us to eliminate some routes and even out the others... It's taken the pressure off searching for new drivers**

Tom Bartlett  
Director of Operations, Palmer-Donavin

Featured technology:



**Omnitracs  
Routing**

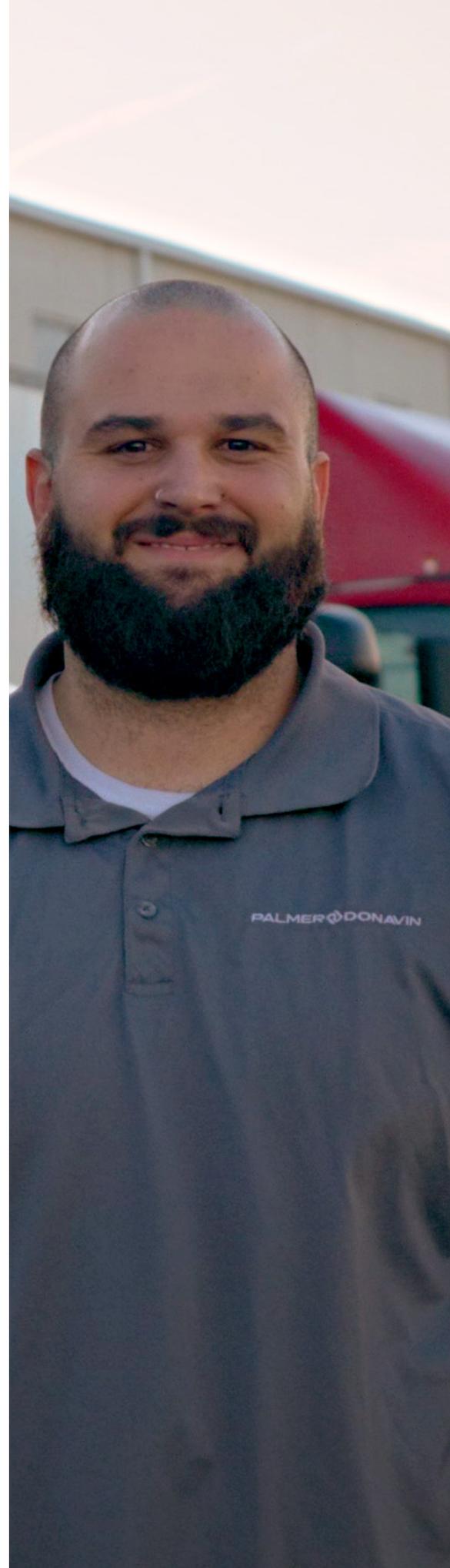


**Omnitracs  
Dispatch**



**Omnitracs  
Active Alert**

For over 100 years, Palmer-Donavin has grown across Ohio, Michigan, Illinois, and Minnesota to become one of the leading wholesale distributors of residential building materials in the Midwest through the adoption of new technologies and industry-leading customer service.





For more information  
[omnitracs.com](http://omnitracs.com)

or call  
**(800) 348-7227**