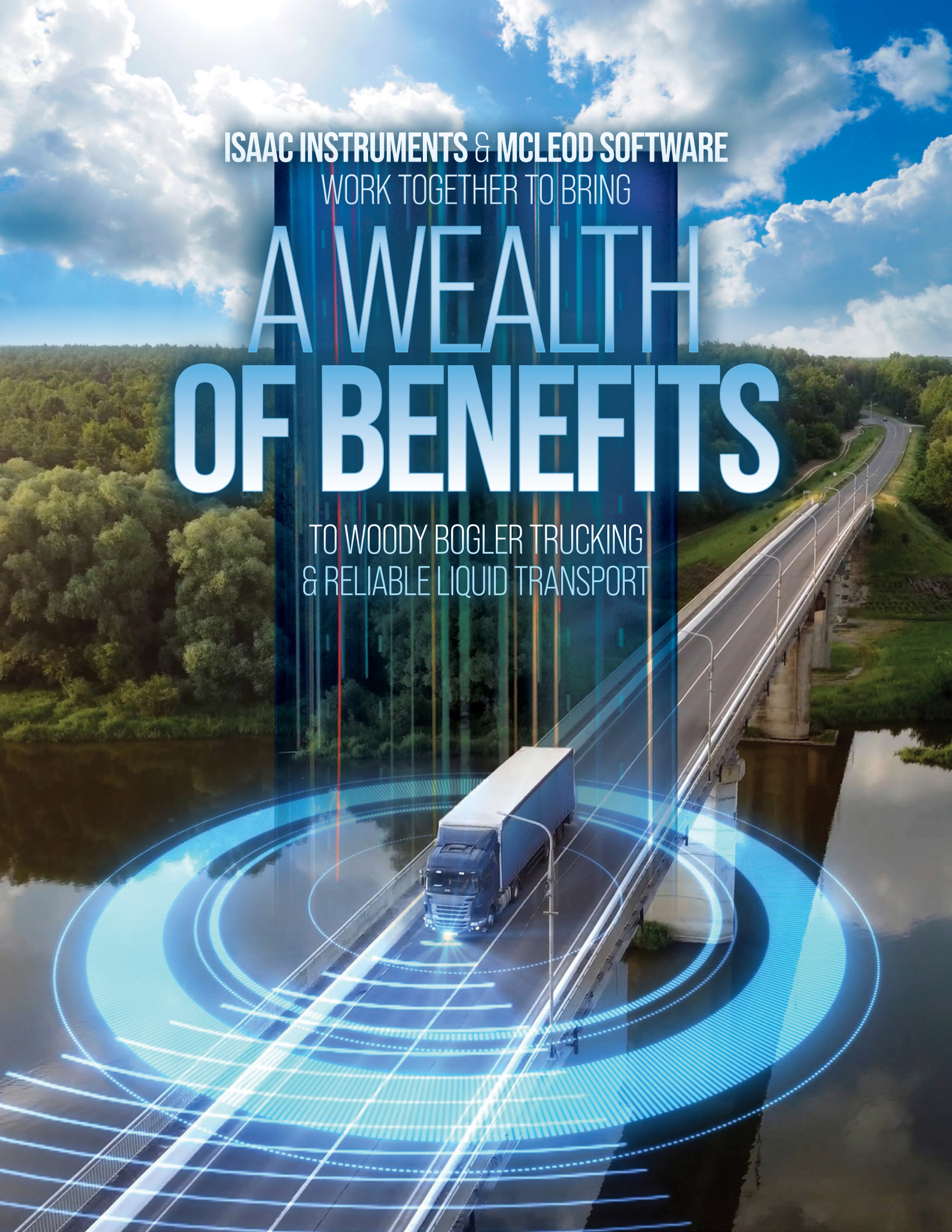


ISAAC INSTRUMENTS & MCLEOD SOFTWARE
WORK TOGETHER TO BRING

A WEALTH OF BENEFITS

TO WOODY BOGLER TRUCKING
& RELIABLE LIQUID TRANSPORT



Industry-Leading Technology from ISAAC Instruments & McLeod Software

ISAAC Instruments and McLeod Software have formed a powerful partnership that brings vital technology to carriers, including these features and capabilities:

- **ISAAC Single Contextual Workflow**—When drivers use the ISAAC tablet, the workflow always prompts the next step. This makes life easier for current drivers and reduces the training needed when onboarding new drivers. The ISAAC workflow is much more intuitive for the drivers.
- **ISAAC InRealTime portal**—Dispatchers can exchange messages with drivers, view the locations of every truck in the fleet, manage hours of service, gain remote access to driver tablets as needed to assist drivers, track trailer locations, and more.
- **McLeod Symphony Mobile Communications module**—Dispatchers gain access within LoadMaster to data from ISAAC through a seamless integration.
- **McLeod Detention module**—Geofencing enables automatic notifications. Detention is reduced, documented, and billed.
- **Electronic document capture from the ISAAC tablet to LoadMaster**—Drivers can use the tablet to capture images of bills of lading plus other documentation and transmit it directly to LoadMaster.
- **ISAAC driver scorecard**—The ISAAC driver scorecard puts vital driving metrics in the hands of driver coaches.
- **ISAAC InView video camera and data recording system**—The fully integrated system protects both the company and the drivers.
- **ISAAC customized workflows**—Driver workflows can be tailored to fit different equipment types, such as dry van, reefer, flatbed, or end dump.
- **Documentation on the ISAAC tablet**—Truck documents can be stored on the tablet for easy access when needed.
- **Training and support**—Both ISAAC and McLeod offer training and support to ensure success with the software products.

CASE STUDY: WOODY BOGLER TRUCKING

Woody Bogler Trucking, which is headquartered in Gerald, Missouri, hauls end dump and dry van freight. The end-dump freight is higher volume and shorter haul. “When we were searching for a new telematics system many of ISAAC’s features appealed to us, such as the intuitive workflow, the driver scorecard, and the inward-facing cameras,” says Matt Brickel, Vice President of Woody Bogler Trucking, “but we also focused on their tight integration with McLeod. If any problems occur with the system, we can count on ISAAC to address them without pointing the finger elsewhere.” Brickel shares some of the highlights of the gains the carrier is making from the combined technology from ISAAC Instruments and McLeod Software:

- **Training drivers is much easier**—“Training new drivers on the ISAAC system takes half to a quarter of the time that our previous telematics system required, because it is so intuitive.”
- **Loads get closed out automatically**—“In the past, after we delivered an end-dump load, a dispatcher needed to verify the truck’s location and close out the load manually. Now, with the ISAAC automated workflow, the system registers that the load has been delivered, so it gets closed out automatically.”

- **Document capture enables faster billing**—“Before having the ability to capture documents electronically, we had to wait until all of the paperwork came in for the week prior before starting to bill for those prior-week loads. Now we can bill continuously throughout the week.”
- **We can manage geofencing more precisely**—“Some of the facilities where our end-dump drivers must go don’t really have an address. It could be a field, a mine, or a large plant. For example, we haul a lot of clay and this can mean making deliveries to a massive cement plant. ISAAC allows you to draw polygonal geofences. Instead of simply creating a circle, you go on ISAAC and you put the points around the facility, so that becomes the geofence. The tools are there to help us fine-tune this.”
- **EDI is a snap**—“A lot of our dry van customers use EDI for load tenders, acceptance, and load updates. Being integrated through ISAAC and McLeod simplifies everything. When a driver arrives, the system automatically notifies the customer. There’s no longer any need for human action to create the customer update.”
- **Brokers can track loads without needing to call us**—“ISAAC also makes use of load-tracking technology so brokers can track a truck’s location through the ISAAC-McLeod integration instead of having someone on the brokerage staff manually call us to get an update on where the truck is. They can track their shipments through a portal whenever they want. This significantly reduces the need for manual human involvement on a lot of the loads.”

- **Broker fines are avoided**—“Brokers can impose fines if our drivers haven’t agreed to put tracking software on their phones. If a broker has to call us manually to get a load update, they may take off \$50, \$100, or more from the amount they are paying us for the load. Now with ISAAC and McLeod, we can provide brokers with the tracking technology they need without requiring our drivers to put the tracking software on their phones. This saves money on our end, because we weren’t always getting total compliance from the drivers.”
- **We can customize driver workflows**—“One thing ISAAC offers us that the previous telematics provider did not is customized workflows. We have one workflow set up for the end-dump division and one for the dry van division. The end-dump drivers need specific items on their workflow and the dry van drivers have other specific information they need on their workflow. Having these customized allows each workflow to be more detailed to each side’s equipment while also allowing each side to avoid prompts that don’t pertain to the work they do. As far as we know, ISAAC is the only telematics provider that offers that type of customized workflows.”
- **Tablets are easy to install**—“The installation process has worked out wonderfully. ISAAC told us to expect it to take about two hours per unit to install the tablet and associated hardware, but we’re doing it a lot faster than that.”

- **Camera footage can be viewed through the ISAAC portal**—“If we get a camera alert or a hard-breaking alert, we can review the camera footage through the ISAAC portal. Our safety team can go in and add comments to each video.”
- **We use ISAAC InRealTime to assist drivers**—“Our driver care manager uses InRealTime for helping drivers with their HOS logs. If they have any difficulties navigating their HOS, she can assist.”
- **We can remotely access driver tablets**—“The ISAAC workflow is very user friendly, but there is always a learning curve for something new. Our team that trains the drivers on the ISAAC system can log into a driver’s tablet from their computers in the office. After logging in, they can navigate through the workflow and help the driver resolve any issues. With our previous telematics system, if a driver had problems we had to bring the driver back here so that we could work on their tablets in person. We no longer need to do that. We can do it all remotely.”
- **We have training units on site**—“We have two ISAAC test units here on site that are used for training. It helps to show drivers how the system works without needing to go sit in an actual truck. We can use the McLeod workflow on these units, so we process loads from beginning to end right here inside the office.”
- **Drivers and staff say it’s easier**—“Our dispatchers report that drivers are saying, ‘Hey, this is a lot easier for me!’ It’s also easier for our staff. Training is a lot quicker now.”



CASE STUDY: RELIABLE LIQUID TRANSPORT

Reliable Liquid Transport is a local bulk chemical liquid hauler based in Santa Rosa, California. Drivers are all owner-operators and they handle multiple loads each day. “The integration with McLeod was one of the essential components that led us to choose ISAAC,” says Cate Summers, General Manager of Reliable Liquid Transport, “but we also were drawn to other features, such as the ease of training, the ability to load documents on the tablet, and the visual simplicity of the driver workflow.” Summers explains how ISAAC Instruments and McLeod Software work together to make life easier for the carrier:

- **Drivers like the ISAAC system**—“We had a different telematics system previously and driver compliance with ISAAC is way above what we ever got with the previous system. Part of the reason for higher driver compliance is the visual aspect of the tablet. It gives the drivers more of an overview layout of what their day is. Given that drivers are doing multiple loads each day, each load has a sequence number assigned to it by McLeod and they show up on the ISAAC tablet in that sequence, so the driver knows what’s his first load, his next load, and so on. He can look at his entire day and plan his day. He can see where he is in his day.”
- **Tracking load progress is easy with ISAAC**—“A driver will clear his loads within the ISAAC tablet itself, so we can see how many loads he’s done, where he is right now, when he got back to the yard, and if he encountered any detention.”
- **New drivers learn the ISAAC system easily**—“Training new drivers is easier, because the ISAAC tablet is more intuitive. When we first implemented, we had them in the classroom with demos. The system is easy enough so that once they’ve been shown the system they tend not to have issues when they start using it in the truck. Of course, if they do, we can log into the tablet and walk them through it.”
- **The ISAAC implementation went well**—“Implementing ISAAC was a good experience. I was impressed by the level of customer service we received. Our maintenance people were trained about the work of installing the hardware in the cab and trainers were available in multiple languages, which is impressive in itself. After getting experience

doing several cabs, the maintenance personnel now think it’s easy and very straightforward.”

- **Having accurate HOS data from ISAAC helps with load planning**—“One of the decisions dispatchers must make is about drivers’ HOS. Do they have enough time to deliver the load as scheduled? Can they work tomorrow or do they need a longer break? We can view all of the HOS data and make the right decisions.”
- **Dispatcher can post comments on the ISAAC tablets**—“Comments from Dispatch go directly to the drivers’ tablets. If the driver needs to know about the location of a scale or to be reminded to have certain load documents, a note from the dispatcher will show up on the tablet with the order so the driver knows before he goes to that location what the requirements are. This way the dispatcher doesn’t have to worry about remembering to inform him about such things every single time. We utilize the Comments option in McLeod to embed these in their orders which they see right on their screen in the ISAAC tablet.”
- **McLeod’s Detention module helps us manage detention**—“We experience detention frequently and it can cause all kinds of problems with scheduling. With McLeod’s Detention module and the ISAAC tablet, we can automate many of the tasks around detention. We can track truck arrivals and departures, so customers are warned when detention is eminent. Customers like knowing ahead of time so that they can do something about it. They want to know at the time so that they can avoid a detention charge by fixing whatever is going on. It could be something easily addressed, such



as a missing release number. If they’re not already involved in solving the detention, this allows us to bring them into the effort.”

- **Geofencing allows us to see arrivals and departures automatically**—“We have geo-fenced all of our pickup and delivery sites. When a driver arrives or departs at the location, they don’t even have to manually indicate that they’ve arrived or departed, because the system detects their location and records the arrival or departure time for them once they have an order in progress.”
- **We bill faster because there are fewer data entry errors**—“We’re billing faster because the ISAAC system allows us to clear the loads more quickly. Part of this is that the ISAAC workflow is simpler. With our previous system we had more mistakes with data entry. Drivers are not data-entry people. We were asking them to enter order numbers, arrival and departure times, and more. The result is that there were many error messages that came in from the drivers. We would have the wrong times, the wrong load numbers, and more. We don’t have that with ISAAC at all. So the billing staff isn’t faced with sifting through all of the error messages and getting data corrected. They can scan the paperwork, index it to the order, and the order can be billed. They’re not spending all of their time redoing the times and the movements.”
- **Our DVIR process is more efficient**—Drivers can handle the vehicle inspection on their ISAAC tablet, and this is faster and easier. Also, previously we had a board in our office with paper DVIRs from every trailer hanging on the wall, because we needed the

right driver to grab the right DVIR and sign it off the next time he used the trailer. With ISAAC, if drivers come into the yard and swap trailers, they can see right on their screen if there’s something they need to check to sign off. They don’t have to go find a piece of paper in the drivers’ room. It saves time and it avoids driver frustration.”

- **ISAAC provides a safeguard against taking the wrong trailer**—“If a trailer is taken out of service, someone should put a tag on the trailer declaring that it’s out of service, but that doesn’t always happen. In the past, a dispatcher might accidentally give that trailer to a driver and the driver would take it. ISAAC knows when a trailer has been taken out of service and it won’t let the driver take it. With the old system, we didn’t have that safeguard.”
- **We keep regulatory documents in the ISAAC tablet**—“As a hazmat carrier we have a lot of requirements from regulatory agencies. We can load documents onto the tablets, so the drivers have all of the reference documents, the safety program, everything that previously they had to carry in a binder in the cab. Now it’s all right there on their tablet. Being able to have the regulatory documents at the driver’s fingertips is wonderful.”
- **Drivers have easy access to loading and unloading instruction**—“Some of our customers require special services with loading and unloading. Delivering caustic soda is a good example. The truck may carry a 50% solution, but frequently the customer wants a different solution percentage, such as 20%, 25%, or 30%. It’s the driver’s responsibility to blend the chemical with water to create the desired solution. To do this he references blend charts which indicate how many gallons of 50% solution plus how many gallons of water produces the solution the customer wants in the quantity the customer wants. Having the blend charts right there on the tablet make life easier for the driver. Previously there were binders and they would have to dig through all of the paperwork in the binder to find the right blend chart. Now they can call it up on their tablet easily.”
- **Our Maintenance crew can communicate with drivers through ISAAC**—“A driver can report a defect while he’s out on the road so that Maintenance is ready to work on the issue when the driver gets the truck back to the yard. Maintenance has access to ISAAC and the report goes straight into ISAAC. When this happens, the ISAAC system puts the piece of equipment out of service in McLeod.”

Carriers Who Choose ISAAC Instruments and McLeod Software Gain a Competitive Edge

Do you want happier drivers, more efficient dispatchers, and more satisfied customers? Do you want to increase load velocity, simplify load management, and bill faster? With the combined technology of ISAAC Instruments and McLeod Software, all of this is possible. Drivers love the simple and intuitive workflow on the ISAAC tablet. Dispatchers can manage higher volumes of freight with efficiency boosts that come from geofencing and seamless integration between ISAAC and McLeod. Customers can be automatically kept in the loop with load progress. Detention can be managed more effectively through automated communications. Electronic document capture cuts time in the billing process. The list goes on. The benefits keep on piling up so that the only question left is: Why don't you have this technology already?

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