

# TRUCKING COMPANY CASE STUDY



## CHALLENGE

The extensive wireless infrastructure of this client presented a substantial challenge to their internal IT resources. With a network encompassing over 4,800 lines, including a fleet of 2,000+ truck-based routers, one of the core issues was the consistent demand on their drivers to monitor data usage for these routers. With drivers unable to divert their attention and resources away from their primary responsibility of driving, the client regularly encountered data overages, leading to unnecessary carrier expenses ranging from \$30,000 to \$40,000 per month. In addition to the increasing concerns regarding recurring overage charges, the client encountered significant challenges in effectively managing their devices across three distinct wireless carriers and their respective online carrier portals. These pivotal challenges necessitated the implementation of a custom solution capable of not only identifying and mitigating cost-draining elements but also streamlining operations to ensure uninterrupted connectivity for their entire network of deployed devices.

## SOLUTION

In response to the multifaceted mobility challenges presented by the client, GoExceed promptly initiated an analysis of the client's mobility landscape. The initial phase focused on addressing the issue of zero-usage lines, wherein GoExceed successfully identified and eliminated more than 500 of these unused connections. This strategic move marked a substantial step towards achieving monthly cost savings. Subsequently, GoExceed directed its attention to the company's data usage concerning their truck-based routers, recognizing the consistent occurrences of data overages. To tackle this issue, GoExceed's Mobil(X) software harnessed the power of machine learning to optimize data usage in real-time, thereby mitigating excessive costs. These advanced algorithms ensured that every trucker was on the most suitable data plan, alleviating concerns about having to deactivate their routers and allowing them to utilize their devices as intended. This comprehensive approach not only led to cost optimization but also significantly enhanced the company's wireless communication infrastructure. It provided the freedom to allocate resources to other critical initiatives, demonstrating the value of GoExceed's solution in improving the client's operational efficiency.

## AT A GLANCE

### CLIENT PROFILE

- Trucking vertical
- 4800 wireless lines (2000+ routers)
- Verizon, AT&T, T-Mobile

### CHALLENGE

- Drivers turning off routers and managing data thresholds
- Identifying and removing over 500 zero-usage lines
- Mitigating data overages based on real-time usage data
- Streamlining account management across multiple carriers (Verizon, AT&T, T-Mobile)
- Implementing a cost-effective solution for truck-based routers to eliminate high monthly overages.



## WIN

The outcomes arising from GoExceed's partnership with this client have been truly outstanding. Our initiative has delivered substantial monthly savings for cellular devices, resulting in a remarkable infusion of over \$140,000 in hard dollar savings directly into the clients IT budget. Equally noteworthy is the achievement of \$40,000 in monthly savings for truck-based routers, providing relief to drivers who no longer need to manually power down their routers to avoid data overages. This achievement has made a significant contribution to our overall cost reduction efforts.

However, our impact extended beyond mere cost savings. GoExceed played a pivotal role in assisting the client with equipment and plan management, significantly enhancing their operational visibility. Utilizing Mobil(X), we established a single pane of glass for all three carriers, providing an efficient portal through which the client could seamlessly manage all their devices via a centralized platform. The Mobil(X) portal not only facilitated device management but also afforded them improved insight into data usage and device administration. Through our portal, they could readily identify device users, monitor real-time data consumption, and effortlessly process M.A.C.D. requests as required.

This focus on operational efficiency is a cornerstone of our partnership. By streamlining device and data management, we enabled the company to optimize their operations, reducing administrative burdens and freeing up valuable time for their team. By allowing GoExceed to absorb the responsibility of managing mundane day to day mobility tasks, the client is now able to focus on what's most important to them: running a successful tracking business.

## ABOUT GOEXCEED

GoExceed, headquartered in Elmhurst, Illinois, was founded in 2001 and is a market leader in data management automation software, with a focus on mobility solutions. We achieve significant annual cost savings for our clients ranging from 20% to 40% by employing Microsoft ChatGPT for our cutting-edge solution, Mobil(X), all while preserving clients' carriers and contracts. However, our value proposition goes beyond simple cost savings, as we additionally streamline clients' internal IT expenditures by capitalizing on process automation and leveraging their existing enterprise software.

