

Technology smart enough to reach drivers who don't have smartphones



MercuryGate boosted our operation by introducing us to Descartes MacroPoint.

Via any kind of cell phone MacroPoint provides driver location and load info that makes an entire operation more efficient and productive.

"Because MacroPoint works with all cell phones, it's a solution that works wonders for all shippers, brokers, carriers and 3 PLs directly integrated with MercuryGate. MacroPoint has been a great partner solution to enable for our customers"

- Dan Vertachnik, EVP & Chief Commercial Officer, MercuryGate

"Descartes MacroPoint provides the peace of mind of knowing a driver's location when needed, without having to distract or bother the driver with a call. Descartes MacroPoint helps reduce our call volume and lets our Operations concentrate on something a bit more important: selling the next load!"

Mark Driscoll

General Manager, Operations Manager, rt&t logistics

Company Profile

rt&t logistics
Logistics Fulfillment

Descartes Solution

Descartes MacroPoint™

About the Client

As a subsidiary of Rockfarm Supply Chain Solutions, RT&T Logistics has access to supply chain insights which enable more proactive responses to challenges affecting the logistics industry.

Quick Overview

Challenge

Lack of Reliability of
Communications from Drivers

Solution

Delivering Visibility into Drivers'
Location and Load

Results

- Improved Operational Efficiency
- Increased Productivity
- Automated Communication
- Reduced Costs

READ THE FULL STORY →

Challenge: Lack of Reliability of Communications from Drivers

Having to rely on drivers for notification of delays undermines productivity and compromises customers' trust in services.

Solution: Delivering Visibility to Both Asset and Non-asset Based Users

Third party trucks, brokered loads, some driver whose cell phone has an antenna – now you can track all of them, any time, in real time. Because Descartes MacroPoint grabs data from any cellular phone, even non-smartphones. You get third party-validated info, automated arrival detection, breadcrumb mapping, two-way messaging and much more.

One of the primary benefits is less check calls – way less. Which frees up all kinds of time within your operation that can be used more productively. Plus, Descartes MacroPoint allows you to have a larger virtual fleet of partner carriers that will benefit from all the Descartes MacroPoint advantages. So you can see why more and more freight broker customers are choosing to “MacroPoint” their loads.

Driver set-up takes just seconds – and with MercuryGate, Descartes MacroPoint is already integrated. As Pete Recker, VP of Brokerage Operations at rt&t logistics said, “It was easy to enable the Descartes MacroPoint interface with our TMS. The same can be said about incorporating Descartes MacroPoint with brokerage operations processes. The value has been seen by our customers and carrier partners alike.”

Results:



Improved Operational Efficiency

By using the Descartes MacroPoint visibility platform, rt & t logistics has now eliminated the cumbersome and time-consuming manual step of continuously communicating with carriers to determine truck and delivery information.



Increased Productivity

Shipping point and customer arrival information is now gathered automatically using Descartes MacroPoint's geo-fence GPS technology, allowing rt & t logistics to more accurately evaluate delivery reliability information, and implement optimization measures.



Automated Communications

After developing a proactive notification system for late deliveries, an essential customer need was solved by allowing the ability to adjust their shipping and receiving schedules in order to maintain efficient day-to-day operations.



Reduced Costs

By creating a real-time visibility ecosystem with automated communication, the ability to create savings opportunities and optimize resources allowed for the best use of talent, technology and budget within our transportation operations.