

Real-Time Load Tracking Means Everyone Gets a Good Night's Sleep



Increased shipment tracking visibility with Descartes MacroPoint leads to even greater customer service

With Descartes MacroPoint's patented track and trace software fully integrated into their operations, Sunline now offers real-time location updates on all their brokered freight, a feature that gives them a distinct advantage over the competition.

"Not only does Descartes MacroPoint provide load tracking visibility that integrates directly into our dispatch, but they have taken it a step further. With automated email alerts, there is no more wondering about the location of a load. Now everyone can get a good night's sleep."

Cory McLean

VP of Operations, Sunline

Company Profile

Sunline

Transportation & Logistics Services

Descartes Solution

Descartes MacroPoint™

About the Client

Sunline offers efficient, flexible and professional transportation solutions, including truckload, LTL, tanker, intermodal, and refrigerated to name a few. In addition, Sunline offers warehousing, storage and inventory control services.

Quick Overview

Challenge

Manual Response to Customers' Inquiries

Solution

Providing Real-time Visibility into Brokered Freight

Results

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

[READ THE FULL STORY](#) →

Challenge: Manual Response to Customers' Inquiries

With a steady stream of contract customers, each with always evolving transportation demands, Sunline needed to provide location updates on every load, even on shipments run by third party drivers and brokered carriers.

Solution: Providing Real-time Visibility into Brokered Freight

Providing real-time location updates on loads run by third party drivers, that's where Descartes MacroPoint makes the biggest impact. Whether freight is carried by a company driver or an outside carrier, customers expect a continued level of superior service. They need the peace of mind that comes from always knowing where their assets are during transit.

Descartes MacroPoint eliminates the reliance on check calls to third party drivers and outside carriers. By directly tracking driver cell phones, even flip phones, shippers, brokers and carriers receive real-time location updates on every load. Through off schedule monitoring, breadcrumb mapping and automated email alerts, Descartes MacroPoint eliminates the guesswork from tracking brokered freight.

"Not only does Descartes MacroPoint provide the load visibility that our customers demand," said Cory McLean, VP of Operations, Sunline, "but it integrates directly into our TMW system." A TMW integrated track and trace solution that works on any cell phone, Descartes MacroPoint provides the real-time visibility and validated accuracy today's shipping customers demand.

Results:



Improved Operational Efficiency

By using the Descartes MacroPoint visibility platform, Sunline 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 Sunline 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.