

User Success Stories

Logistic One, Ltd.

Logistic One, Ltd. began as the vision of veteran truck driver Adrian Leica. Adrian and his wife spent several successful years on the road as a driving team until they began purchasing trucks to form their own small transportation company. At the outset, Logistic One hauled various types of freight and over time won a number of lucrative contracts with large automotive manufacturers, shifting its business primarily into the transport of auto parts.

Today the company is anything but small, now a leading carrier hauling a diverse 85,000 auto parts as well as various foods and other goods to destinations throughout the United States, Canada, and Mexico. It currently maintains contracts with expeditors, manufacturers, and large brokers and has a large fleet equipped to handle the wide range of requirements posed by its customer base.

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- Ramona Marinescu, Accounting Specialist

Its facility in Warren, Michigan, features an 18,600 square foot warehouse containing 50 dock doors and a secure yard for dropped trailers. Its fleet consists of 60 trucks and 2 owner/operators, 4 straight trucks, 2 cargo vans, and 80 trailers, with specialized equipment such as step decks, drop decks, reefers, and flatbeds.

For the first few years of business, Logistic One used a dispatch software system to handle its dispatch operations. However, they found that the software was not scalable and lacked much of the important functionality they would need to maintain efficiency and support company growth.

"The software handled dispatching adequately and did have some accounting capabilities, but it had no way to manage payroll so we had to outsource it to a third

party," said Ramona Marinescu, Accounting Specialist. "We were also forced to use spreadsheets and whiteboards for other tasks that the software wouldn't handle. Overall it was too small-scale and was not meeting our expectations."

Weary of the manual data entry, poor communication, and other inefficiencies inherent in their current system, the company owners began searching for a new way to handle the increasing workload.

Leica reviewed several leading solutions before discovering Prophesy DispatchSeries trucking software in early April of 2008. Working with the team of National Sales Manager Kevin Pasternack, Leica and Marinescu received a live, comprehensive demonstration of the system in action. With its industry-leading dispatch capabilities, comfortable price point for small and mid-sized transportation companies, and modular design that would allow him to invest in only the features he most needed now and build upon later, Leica knew this was the solution his growing business needed. Also of particular interest to Leica was the built-in load board that would give his staff a clear overview of all loads and company resources, as well as its available interface to his newly purchased QuickBooks® accounting software.

Leica invested in Prophesy Dispatch including the QuickBooks interface, with modules for fuel tax report-

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Account
Managed By:

Kevin Pasternack
National Sales Manager
15 years with Prophesy
(21 Years in Transportation Industry)



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ing, commercial mileage and routing, driver management, and fuel card importing. He also added Prophesy's SQL database upgrade, providing a valuable increase in speed, stability, and security for his software investment.

Initially, Marinescu received phone-based training across several sessions and began sharing her knowledge with the rest of the staff. Meanwhile, they implemented the Prophesy software on the company's network and soon went live. Brief phone training sessions continued on an as-needed basis to focus on particular features and address questions. In 2010,

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Marinescu, the company's safety director, and two dispatchers traveled to the University of Prophesy in Bloomfield, Connecticut, to take part in a comprehensive hands-on training course that would give them a detailed understanding of every facet of the software.

“The phone training was very detailed and let us get up and running with the software quickly,” said Marinescu. “But it was even more helpful to return later for two full-day training sessions in the Prophesy classrooms and use the software personally with the instructors. All that extra training and practice helped us to get the most possible benefit from of the software.”

Using her advanced knowledge of the Prophesy software, Marinescu continues to train new and existing employees at her location.

Since implementing the Prophesy DispatchSeries trucking software system, the company has experienced several improvements in its daily operations through the introduction of data sharing, automation, dispatch and accounting integration, and improved visibility of company assets.

“Prophesy ties together our dispatching, accounting, safety, maintenance, and management teams, so it helps us to avoid miscommunication and takes the guesswork out of our daily tasks,” said Marinescu. “It is also much easier to keep track of our load information and equipment, and we now handle our payroll in-house. We have become more efficient overall, so we are able to handle more of a workload with less effort and at a quicker pace.”

Logistic One continues to maintain its reputation of high reliability, reasonable cost, and dedication to safety. Always a forerunner in advanced technology for its fleet and facility, it carries on that trend by employing Prophesy to streamline operations, support its many service offerings, and foster steady company growth. The company is continually seeking to increase the size of its customer base and fleet, including such short-term goals as a purchase of ten new vehicles in late 2010.

For more information about Prophesy's Total Solution for Trucking, email moreinfo@mile.com or call 800-776-6706.