



Troyer Ventures: A Case Study

Wireless Technologies
Help Fleets Stay Competitive



Abstract

In an industry sometimes referred to as “blue collar” (slow to adopt new technologies and processes), Troyer Ventures’ early adoption of technology is leading the way in its industry to outstanding productivity, accountability, and safety.

About Troyer Ventures

Founded in 1999 with a single steam truck, Troyer Ventures has grown to become an industry leader serving the oil and gas industry in northern British Columbia and Alberta. Troyer offers a full range of services supported by professional staff, top-of-the-line equipment, and a management system infrastructure that assures quality of human life, preservation of the environment, and excellence in products and service.

Headquartered in Fort St. John, BC, Troyer Ventures is a locally owned and operated service and sales company providing safe and timely services throughout western Canada. With a fleet of over 100 heavy-truck units, Troyer offers a broad complement of fluid storage, distribution, and inventory



management, transportation, hydro-vac, pressure and steaming services. Troyer provides full fluid warehousing, sales and distribution through strategically located facilities in the Fort St. John and Fort Nelson regions. These modern, environmentally safe facilities are equipped with rail-accessible yards for high-volume shipping and receiving.

Challenge

Troyer Ventures is a successfully company that was in danger of becoming a victim of its own success. It couldn’t take on more business without substantive change to its operations. This lack of operational integration effectively capped the company with a revenue ceiling. The effects of this ceiling were most pronounced in the areas of productivity, accountability, and safety.

Stymied Productivity

Typically, fleets are saddled with mountains of paperwork and horrible redundancies. Drivers must manually complete paper driver logs that are then manually re-entered or scanned by Dispatch and a similar process is followed again to invoice clients.

Time-consuming Regulations

As part of the paper jam, managing driver logbooks (especially the complex oil and gas Hours of Service regulations) also includes enforcing logbook compliance to ensure Troyer Ventures’ credibility, accountability, and due diligence.

Dangerous Working Conditions



Trucking fleets are inherently dangerous and the oil and gas sector multiplies these dangers. Add to that, the dangers of extreme winter conditions common to northern BC and the need for safety becomes paramount.

Together the inefficiencies, compliance difficulties, and safety risks were restricting the company's ability to grow its operations—even with increasing demand for its services.

Solution

Troyer made the strategic decision that it needed to embrace an integrated technology solution. For the company to reach its growth potential, Steve Troyer realized that they needed to lead in technology integration and set a standard for the industry.

Troyer took the unprecedented initiative (for its industry) of adopting a challenging integration, which combined the best of three different software providers: TMW, Great Plains, and Webtech Wireless. From TMW it implemented its TMWSuite to manage order entry, load-booking, and day-to-day fleet operations; from Great Plains, it implemented its integrated accounting and invoicing solution; and from Webtech Wireless, it implemented its Quadrant® GPS/AVL fleet management solution with automated logbooks, fleet tracking, in-cab communication, and back-end integration to TMWSuite.



Replacing cell phones with Quadrant In-Cab MDT (mobile data terminal) units, which switch off automatically when moving, eliminates the option of drivers using cell phones while driving (dangerous and, increasingly in many jurisdictions, illegal due to the high accident rate from distracted drivers).

“Texting dispatch instructions directly to the MDT pad in the truck eliminates misunderstandings, provides safer and more efficient journey management, and also provides documented records of instructions given.”

—Steve Troyer, Troyer Ventures

Improved Productivity without Additional Resources

Early on, Troyer recognized the need for a comprehensive solution to solve the paper jam—from dispatch to journey management. This paperless evolution in fleet management is seen as inevitable, even while many companies remain reluctant to adapt and change.

Integrating Webtech Wireless' Quadrant solution into Troyer Operations has enabled Troyer to provide dispatch directions to drivers in the field, manage all mobile assets, integrate shift schedules and rely on Information flowing through its system and seamlessly into client invoicing.



“It allows us to re-allocate staff to more strategic activities than merely pushing paper and most importantly, it has allowed us to grow and handle more revenue with the same staff.”

—Steve Troyer, Troyer Ventures

Increased Accountability through Automation

In an industry where log book compliance is difficult and frequently ignored, Troyer Ventures is now leading the oil and gas transportation sector with an automated hours of service solution specific to oil and gas regulations.

What made this implementation unique was Troyer Ventures’ need to integrate the Webtech Wireless Quadrant AVL (automatic vehicle location) and telematics software solution with TMWSuite to provide an automated dispatch, tracking, Hours of Service and load assignment solution for Troyer.



This solution is also the first Quadrant deployment that fully supports Canadian oil and gas Hours of Service (HOS) rules. Drivers utilize the Webtech Wireless MDT unit for all EOBR (electronic onboard recorder) data entry requirements. The MDT3100 unit’s automated logbook displays remaining on-duty and driving hours and provides pro-active alerts of possible violations ahead of time.

Despite the challenges of implementation, Troyer has now set a standard for future implementations.

“On the Webtech Wireless side, it’s the best way to manage log books and messaging.”

—Steve Troyer, Troyer Ventures

Improved Safety through Greater Visibility and Communication

As part of their integrated technology solution, Troyer Ventures chose Webtech Wireless, because the Webtech Wireless Quadrant solution is the most complete package for their vehicle tracking, Hours of Service (HOS), and in-cab communication needs.

The Webtech Wireless component of the integrated solution provides drivers with the ability to send text distress calls, alternatively using satellite or cellular services (especially important in remote areas), that Dispatch can use along with real-time vehicle tracking (point on a map) to aid drivers in distress. Automated HOS also ensures safety for drivers and the public by ensuring drivers do not drive fatigued.

Steve recounts how a recent road accident (in which one of his trucks was hit), showed how important it is to have the level of data that Quadrant’s fleet management solution provides.



“With the level of minute-by-minute information we’re getting, Quadrant is the best thing going.”
—Steve Troyer, Troyer Ventures

Summary

Troyer is way ahead of its competition in adopting new technologies. The company *is* the leading edge in what will be an industry-wide migration away from paper to electronic logs.

With less downtime and the ability for Dispatch to send text dispatches while trucks are on the road (using its back-end integration with TMWSuite), the natural consequence is improved customer service and satisfaction. “Our ability to provide efficient services allows us to continue to grow the industry in our community”, says Troyer, “and that means more jobs. When the company is strong we can grow”, he adds, “that just makes sense”.

Supporting Documentation

Please see the following URLs for any supporting documentation:

<http://www.troyer.ca/>

www.webtechwireless.com

www.webtechwireless.com/data/news/webtech_wireless_announces_first_tmwsuite_customer_16_2959.php