



# **BlackBerry** radar

## CUSTOMER CASE STUDY CARAVAN GROUP

Ten minutes to more efficient fleet management

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## The Caravan Experience with Trailer Tracking

Caravan Group, based in Oakville, Ontario, Canada, is a privately owned, asset-based, cross-border transportation carrier, providing ambient and refrigerated services in the truckload and less than truckload segments. In 2015, Caravan was operating smoothly and not actively looking for a trailer management solution; partly, because they had not identified a viable in-market solution. All the existing solutions seemed to offer little value. They had time-consuming installation processes, offered just a few location updates per day, and the hardware tended to be maintenance intensive and expensive.

Nevertheless, when approached by BlackBerry, who was at the time developing a

brand new trailer monitoring solution, Caravan expressed interest in the vision and potential. After all, the BlackBerry engineers, living through the cold Canadian winters, had successfully designed the then codenamed “Bimini” device with the goal of creating an end-to-end monitoring solution that captured location, environmental conditions, and situational event statuses in near-real-time. Caravan agreed to enter into early stage trials with BlackBerry in the spring of 2016 and has subsequently outfitted a large part of their fleet with the BlackBerry Radar solution. Seeing the huge potential first hand, Caravan also made the investment to become one of the first value added resellers for BlackBerry Radar.



## The Deciding Factor

Both Caravan's General Manager, Denis Iwaniura, and President, John Iwaniura, recognized that because BlackBerry Radar provides over 100X more data than basic GPS solutions it could support two key use cases that are very important to Caravan:

1. By accurately calculating mileage BlackBerry Radar would support maintenance cost reductions by allowing Caravan to balance trailer use across the fleet and to locate and service trailers on schedule; and,
2. By providing up to the minute conditions on trailer location and cargo status BlackBerry Radar would allow Caravan to run fewer trailers at higher efficiency thereby reducing capital investments and improving overall margins.

Although BlackBerry Radar is capable of many other uses, for Caravan these two use cases justified installation and any additional upside would be considered a bonus.

This case study will examine the transformative and even unexpected benefits Caravan experienced with the adoption of BlackBerry Radar for its fleet including:

- Increasing driver efficiency;
- Improving trailer utilization; and,
- Decreasing maintenance costs.

Underscoring the importance of investing in technology, this case study demonstrates how BlackBerry Radar customers can gain a better understanding of their fleet and operations with the end result being improved ROI.

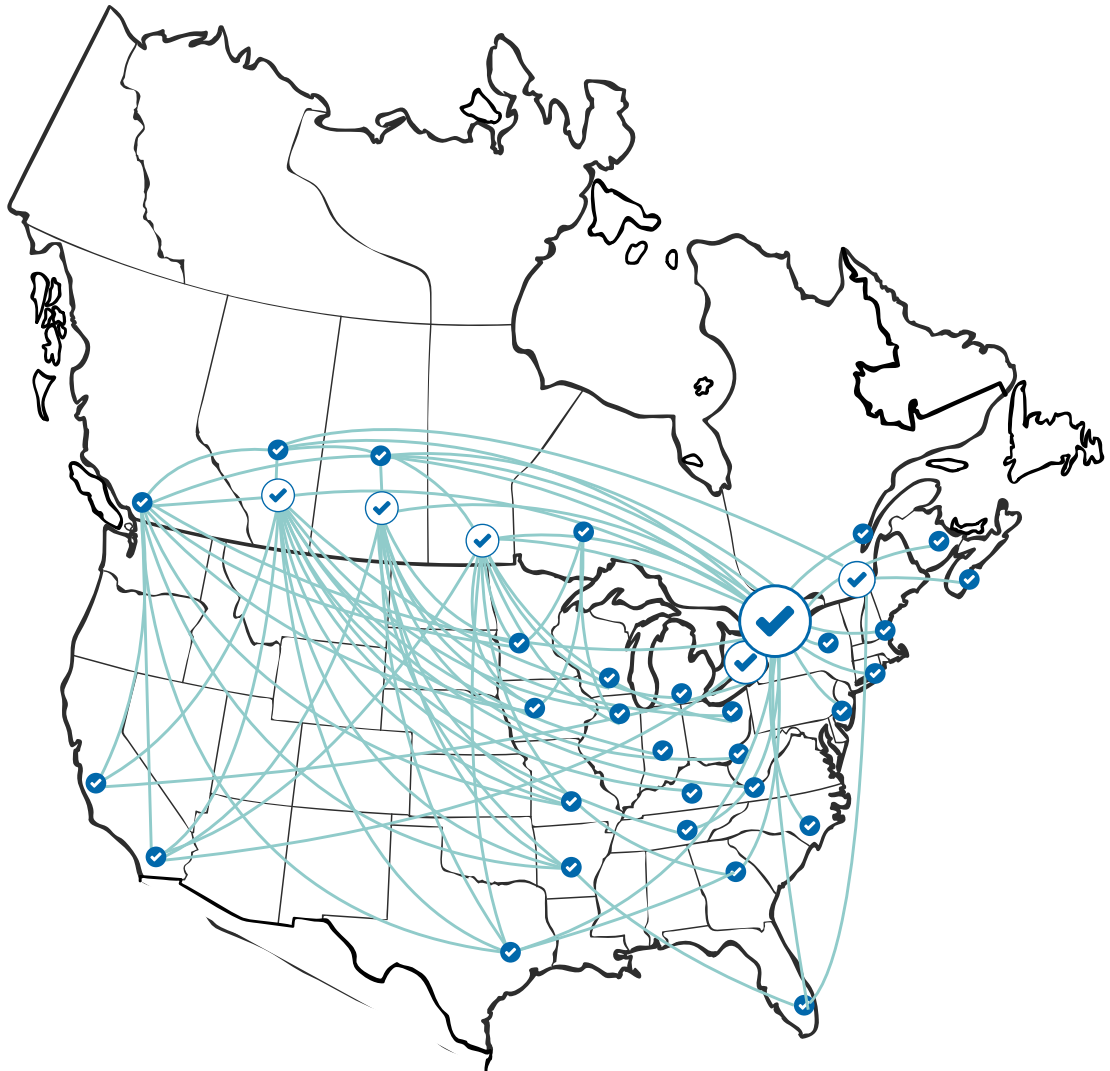


## Transportation Innovations

Caravan, under the leadership of John Iwaniura, is a forward thinking company that constantly seeks competitive advantage through new ideas and technologies. With operations headquartered in one of the world's busiest and most competitive trucking corridors, John is always looking for an edge.

As a first step in the partnership, the teams held a two-day deep dive on the BlackBerry Radar product and Caravan operations.

This exposed a series of challenges for Caravan that overlapped with key attributes of the BlackBerry Radar platform.



Caravan Terminal



Major Destination

## *Making Yard Management Less Manual and More Efficient*

Manual yard check processes were a big pain point for Caravan. They required additional staff, are time consuming, and there are many opportunities for errors. BlackBerry Radar with its load status notification, customizable geo-fences, near-real time location tracking and simple cloud-based reporting allowed Caravan to:

- Change their yard management process;
- Minimize manual yard checks;
- See company trailers at interline carrier yards; and
- Effectively manage customer return and use of trailers.

This has a savings of over 1 hour of staff time per day for every yard as well as a much better understanding of fleet use across customers.



## *Improving the Customer Experience & Increasing Trailer Utilization*

The need to quickly adapt to changing market conditions, means that Caravan always needs to understand the location and distribution of its trailers, especially when assigning trailers to customers and managing trailer pools.

To capture this information Caravan has traditionally relied on a regular audit process with customers. This can add unnecessary manual workflows to the daily tasks of Caravan and its customers. The process also relies on customer self-reporting which may be delayed or incorrect. Finally, it creates a big opportunity for shippers and third parties to utilize Caravan equipment for other purposes, like storage, that are outside of contract limitations. The use of BlackBerry Radar has enabled the following changes at Caravan:

- The details in BlackBerry Radar reports have allowed Caravan to manage its trailer pools much more effectively, increasing fleet utilization with less work for its customers.
- A fleet reduction of 7% which has lowered capital costs as the purchase of a significant number of new trailers can be deferred.
- Near real-time visibility of their trailer fleet has reduced the risk of assets being misused, decreasing liability threats while protecting asset integrity and revenue.
- On a number of occasions, Caravan has been able to address third parties misusing their equipment.



## *Reducing the Maintenance Budget*

Caravan performed preventative maintenance on its trailer fleet based on the only metric available to them, time, regardless of miles traveled. They did not have an efficient solution to track trailer mileage and had rejected hubometers due to their cost and the fact that they create another manual process and maintenance failure point. Caravan wanted to reduce maintenance costs but needed a solution.

Based on near real time location information BlackBerry Radar accurately tracks miles driven. In addition, the BlackBerry Radar platform can accurately measure idle time. Based on BlackBerry's utilization reports Caravan was able to determine that 20% of their trailers are more idle than expected and

were able to, on average, extend the preventative maintenance interval by 50%. By tracking miles driven instead of time, Caravan has streamlined their maintenance procedures with meaningful operational savings.

## *Temperature Monitoring*

As part of the array of sensors that BlackBerry Radar is equipped with, temperature, pressure and humidity are standard features. Caravan provides reefer services and wanted to have the ability to receive alerts to provide their customers with another level of cargo safety and compliance with food safety regulations such as FSMA2011.



## Unexpected Wins

“Running a fleet of ‘Smart Trailers’ has been a vision of ours [Caravan’s] for a while, it wasn’t until we met with BlackBerry did we think it could come to fruition” said John Iwaniura. BlackBerry has the pedigree in mobility, transportation and innovation positioning it at the forefront of smart trailer development. By investing in this end-to-end solution, Caravan has a complete understanding of its trailers and their environmental conditions. Based on near real time information they were able to further streamline operations placing them at the top of the industry. In addition to the expected efficiency gains, Caravan found revenue opportunities to bill customers accurately for detention times and trailer misuse.

### *Real life stories: Protecting the Wine*

*A winery was using a temperature controlled Caravan trailer for storage purposes. A few days later BlackBerry Radar began alerting users that the threshold settings were breached. The winery personnel checked the thermo unit on the van and the readings appeared normal. The next day more alerts were sent from BlackBerry Radar. This time the winery personnel opened the door to verify the BlackBerry Radar alerts. They discovered that the reefer unit was malfunctioning putting the entire load at risk. Catastrophe averted.*

In the time it took you to read this case study (just under ten minutes), you could have made one of your trailers a smart trailer by installing a BlackBerry Radar device.



Learn more about BlackBerry Radar and its features by checking out our website at <http://us.blackberry.com/internet-of-things.html> contact the BlackBerry Radar Team at [Radar@blackberry.com](mailto:Radar@blackberry.com)