IoT Connectivity

Company Description

T-Lane Nation is a trucking and logistics company with an extensive network of affiliates and resources capable of handling any transportation need for customers throughout North America. Based in Edmonton, Alberta, they have over 250 specialized pieces of equipment servicing multiple markets including oil and gas, mining, construction, food and beverage, aerospace, government, defense and military, power generation, and energy. **T-Lane has dedicated in-house project managers responsible for complex, industrial, and heavy load shipments such as over-dimensional loads, dangerous goods and hazardous materials, rail, barging, and express transportation needs.**

Challenge

Complex logistics are the norm for T-Lane Nation, but complex is precisely the opposite of what they were looking for when it came to their connectivity provider. Value for cost and streamlining as much of the services through one partner was high on their priority list, as they were looking to avoid having disparate systems and processes.

Some of their industrial moving projects can take up to a year to plan for as they sometimes move loads as high as 17′ and as wide as 25′ with weights in excess of 110,000 lbs. T-Lane employs a dedicated team of project managers that handle complex freight specs, secures permits across North America, and manages road planning services, such as moving traffic lights and determining the best lanes to travel based on distance and time. They required a partner that has experience with data mining, ubiquitous network connectivity, and working with customers in unique markets.

Adhering to safety and compliance regulations are also a major part of their business and can be extremely time consuming. They have been working on optimizing their driver behavior and preventative maintenance programs in 2020, and when the Coronavirus pandemic hit, their drivers experienced a lack of available rest facilities which impacted their hours of service reporting. They quickly placed a priority on optimizing routes and finding ways to reduce fuel and fleet costs, in addition to managing e-logs, fuel tax records, and driver inspections to account for these changes. Working with IoT partners that had experience with anomaly management was critical when selecting a vendor.

CLIENT:
T-Lane Nation

INDUSTRY:
Trucking & Logistics

PRINCIPALS/ STAKEHOLDERS:
Jason Chartrand,
Customer Concierge
Jennifer Saafeld,
IoT Specialist, TELUS

T-LANE
NATION

The TELUS Experience

Why TELUS

T-Lane Nation has been a long-time customer of TELUS' communications team, so it was natural to migrate their fleet tracking requirements to them as part of their partnership with GeoTab. Price is always a factor when implementing a large-scale fleet management solution; however, the customer experience team's value played a considerable role in their ultimate selection of a vendor.

Having local representation was necessary since there are many times when a call to support requires immediate attention. With real people on the road in sometimes dangerous environments, attentive and knowledgeable technical support is critical when it comes to their fleet. They knew TELUS' reputation as a connectivity provider would meet these needs.

The Gain

After reviewing several fleet management providers, T-Lane Nation selected TELUS and GeoTab as their partner because of their existing relationship in the IoT fleet management market. TELUS' network reliability and strong expertise in onboarding customers with complex data requirements reduced long-term disruption across their operation. This one-stop-shop approach allowed T-Lane to streamline implementation between partners and immediately begin monitoring their entire operation through one system.

T-Lane Nation is now focusing on widespread operational data analysis, focusing on improving their driver behavior initiatives and preventative maintenance programs across their entire fleet of vehicles and equipment. With their eyes on long-term financial goals, they have successfully implemented intelligent data solutions streamlined through one billing and accounts payable process. Simplified data and targeted dashboards used across the entire operation, from the project management team all the way to finance, will yield faster decisions and more transparent processes that will save time and money.

Future Expansion

T-Lane is in the process of currently aggregating data from multiple sources to optimize their entire business- from a fleet, driver, route, and compliance standpoint. They analyze trending driver data and develop ways to improve behavior around seatbelt use, speeding, harsh braking, and unproductive idle time.

They use turn-by-turn navigation to plan routes now, but they will eventually pre-populate data for quicker road planning initiatives. It can take months to secure permits for heavy freight, hazardous, or over-dimensional loads, so being able to tap into pre-existing route data and know exactly which permits to secure or which roads were the most efficient at a particular time of the year will be a considerable time and costs savings for them.

The devices they are now using will provide them with fuel capacity data, allowing them to monitor fuel usage per vehicle and identify any inefficiencies. In addition to controlling fuel costs at the truck and driver level, T-Lane can now use this data to improve their preventative maintenance programs and forecast service well in advance.

T-Lane Nation Services

FTL (Full Truckload) and LTL (Less Than Truckload) Services

Rush & Express Transportation

Industrial Moving & Over-Dimensional

Dangerous & Hazmat Services

Cranes

Intermodal

Warehousing & Yard Services