

The Holy Grail cracked

– easily and affordably

In previous generations, many an operator has spent a small fortune pursuing the Holy Grail that was instantaneous cents-per-truck-per-day revenue analysis. Now, thanks to a couple of innovative Kiwi success stories, it's as easy as signing on!

It's the yardstick by which 99% of cost-conscious transport operators would like to run their business – revenue by truck, by kilometre, by day, in real time. Getting the information has always been doable; getting it instantly hasn't.

Prior to computers, legions of rating clerks and office administrators toiled over endless piles of dockets. First was the reconciliation of the docket against the operations diary, ensuring the job was done and coded to the right trucks; second was the rating, and some time later (often days in larger companies), if all went well, there was the golden figure. If those operators of the past could see the product of a recent collaboration between Kiwi firms MyTrucking and EROAD, it is likely they wouldn't know whether to laugh at the eureka moment or cry at its apparent simplicity.

MyTrucking is the Kiwi-born job management and rating software developed by the Wairarapa's Sam and Sara Orsborn. It's brought a new level of simplicity, automation, and mobility to the despatch offices of an ever-increasing number of small to medium trucking businesses throughout Australasia. EROAD as we all know is our home-grown international navigation and fleet management success story.

Verifying, locking down, and managing costs is something operators should be able to keep the reins on, however the validating of revenue at any one moment in time in an industry as dynamic as trucking has always been difficult.

"We'd been asked more than once by a few of our customers about the potential for doing it. We approached EROAD, agreed it was a good idea, did what was needed, and it was done. It's added a real dimension to both packages," said MyTrucking's Sam Orsborn.

One of those customers was 29-year-old Sam Renall, Operations Manager at Wairarapa-based transport company Renalls Ltd in Masterton.

"It had been a manual process. MyTrucking had all the job



Sam Renall, the next generation in the family business, using Kiwi tech to provide critical operations and financial information in real time.

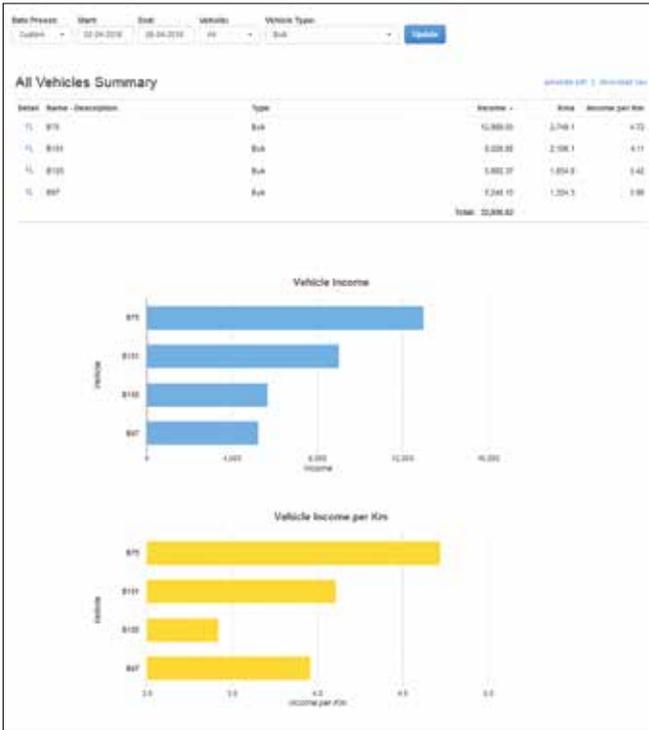
and rate information, and by pulling the distance data out of EROAD, dumping it all into an Excel spreadsheet and running the formulas, you could spit out the figure. It was effective but cumbersome. I said to Sam Orsborn, 'the information's all there, is there something you guys can do?' I know we weren't the only ones asking. It's great."

Visually, all that happened was a small MyTrucking icon appearing on the bottom of the EROAD screen. Click on that, and select the truck and the date, and bingo.

"I can come in on the first of the new month and have a snapshot of the business for the previous month before any of the accountants or admin staff have even got to work," said Sam. "And, there are operational advantages. Up to about a dozen trucks I could have told you exactly what each one was doing at any given moment, but with 22, that's no more. Now when I look at the EROAD screen I can quickly see what each truck is doing job-wise and the status of each job."

The son of well-known trucking identity Herb, university educated Sam has a natural gut feeling for the business that comes from being born into it.

"It's all just information at the end of the day. It's all very well having the numbers but what use is it unless you do something



Above: Now as simple as the click of a button, revenue-per-truck-per-kilometre in real time.
 Below: The added benefit of aligning jobs to trucks on the screen is so progress can be more accurately tracked throughout the day.



NOTE: Representations only and in no way reflect real work.

with it, unless you're aware of every cost in detail? We constantly work on identifying costs to the smallest fraction we can. That way when we get our numbers we can better plan for cash flow, and business development opportunities.”

EROAD general manager Tony Warwood is extremely upbeat also about what the collaboration means for their customers using MyTrucking,

“The partnership between EROAD and MyTrucking is a great example of two innovative New Zealand companies working together to create real value for our customers. Adding the power of the data that EROAD collects from fleet management to the job and rate information of MyTrucking just makes sense to give operators full visibility of jobs against vehicles in real time. We are pleased to be working together to bring real improvements to our customer’s businesses.” □

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