

A man wearing a black beanie and a red jacket is sitting in the driver's seat of a truck. He is looking at a tablet computer that he is holding with both hands. The background shows the interior of the truck, including the dashboard and a window. A semi-transparent blue banner is overlaid across the middle of the image, containing text and a logo.

Case Study

Dayton Freight Lines +  Omnitrac



About Dayton Freight

Founded in 1981, Dayton Freight Lines is a private, union-free LTL freight carrier headquartered in Dayton, Ohio. With over 8,000 customers and 54 service centers in 13 Midwestern states, Dayton Freight fosters a culture of service known as the “Dayton Difference” for both customers and employees.

As the second largest trucking company in Ohio and one of the largest in the United States, Dayton Freight’s dedication to customer service made the company a success.

The Challenge

Dayton Freight realized early that adopting technology was crucial to their success. And although they had already invested heavily in every area of their operation, they were still struggling to optimize customer service and driver satisfaction while keeping administrative and fuel costs low.

To remain profitable, Dayton Freight needed a solution to automate critical manual procedures, streamline the transition, and provide uninterrupted information delivery. Omnitracs Driver Workflow did just that.

The Solution

Dayton Freight partnered with Omnitracs in 2008 when they adopted Driver Workflow on the Mobile Computing Platform (MCP) 200, later adding Omnitracs Intelligent Vehicle Gateway (IVG) to their suite. They trusted Omnitracs to streamline and automate all critical functions of their operation, including load assignments, event triggers, and work process forms while improving communications.

Omnitracs Driver Workflow gave Dayton Freight the power to analyze data in near-real time, improve on-time service, maintain fleet efficiently, and accurately document all operations. With these capabilities, they were able to exceed their vision statement of, “Delivering value today...driving the standard for tomorrow,” and focus on their top priority: The customer.



“The partnership between Dayton and Omnitrac, from development to rollout, made this project a win-win for both companies. We firmly believe that we now have the best-in-class on-board system in the LTL industry.”

Anthony Rocco
Vice President of
Operations, Dayton
Freight Lines

The Results

- 20% growth rate
- 98.75% on-time shipments
- 99.8% claim-free shipments
- 3% increase in stops per hour
- 7.7% boost in miles per gallon
- Lowered preventable accidents per million miles to 0.14%
- Reduction in number of data entry hours
- Improved data accuracy

Featured Technology



Omnitracs Driver Workflow

Eliminate time-consuming errors, enhance customer service, and increase driver satisfaction with one simple, powerful solution.



Omnitracs IVG

Give drivers a powerful, secure, and flexible Electronic Logging Device (ELD) that's easy to use and supports other Omnitrac solutions.

About Omnitracs

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitracs' more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

Find out more at omnitracs.com