

A man wearing a black beanie and a red jacket is sitting in the driver's seat of a vehicle. He is looking intently at a tablet computer he is holding with both hands. The background shows the interior of the vehicle, including the dashboard and a rearview mirror.

Case Study

Palmer-Donavin +  OmniTracs



PALMER  DONAVIN

About Palmer-Donavin

Founded in 1907, Palmer-Donavin began as a tinware manufacturer in Columbus, Ohio, delivering products in horse-drawn wagons. Over the next 100 years, they transformed and flourished due to a willingness to adopt new technologies and commit to industry-leading customer service. Palmer-Donavin added new distribution and manufacturing facilities and acquired other Midwest-based manufacturing companies to expand their product lines and service territory. Today, the company has eight divisions located across Ohio, Michigan, Illinois, and Minnesota, making them one of the Midwest's leading wholesale distributors of residential building materials.

The Challenge

Before implementing Omnitrac's Routing, dispatchers used a cumbersome, manual, paper-based organization that relied heavily on the personal experience and knowledge of the dispatcher on duty. The dispatcher would often spend four or more hours a day arraigining and rearranging paper orders on a table to create and manage standard routes.

This process was not conducive to timely customer notifications, and inconsistent driver experiences and daily route pressures created a constant search for new drivers.

The Solution

Palmer-Donavin installed Omnitrac's telematics products in all trucks in 2012. So, when it was time to implement a routing and dispatching solution, they naturally turned to Omnitrac's. Palmer-Donavin and Omnitrac's developed a new workflow, and then trained their transportation staff on route planning and asset management using Omnitrac's Routing and Dispatch.

On top of more efficient routing, Palmer-Donavin lives up to their motto "Service is our most important product" by offering a better customer experience through real-time delivery updates via Omnitrac's Active Alert.



“[Omnitracs Routing and Dispatch] has allowed us to eliminate some routes and even out the others... It’s taken the pressure off searching for new drivers.”

Tom Bartlett
Director of Operations,
Palmer-Donavin

The Results

With Omnitrac, Palmer-Donavin has been able to:

- Reduce wear and tear on vehicles and lower labor costs—Including an over-30% reduction of year-over-year overtime costs for drivers at one branch
- Quickly review and respond to changing routes throughout the day
- Cut time spent generating and adjusting routes to 45 minutes per day
- Cut mileage by up to 15% on select routes
- Experience a 15-20% decrease in inbound phone call

Featured Technology



Omnitracs Routing



Omnitracs Dispatch



Omnitracs Active Alert

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