



CASE STUDY

Southern Glazer's +  SOLERA | Omnitracs

Fleet Solutions



The Challenge

Market-leading Southern Glazer's has consistently utilized Omnitracs for their route tracking. After some time, they began looking for a mobile solution to work in conjunction with Omnitracs Routing that would help them manage an issue specific to many beverage distributors – delivery shortages.

Southern Glazer's knew if they didn't find a solution that could help them manage short deliveries, their customer service would suffer.

The Solution

Southern Glazer's took advantage of Omnitracs mobile solutions, which connected their drivers, back-office, and customers through near-real time updates regarding delivery loads, times, overages, and shortages.

By utilizing Omnitracs mobile solutions alongside Omnitracs Routing, Southern Glazer's achieves greater growth by providing excellent customer service through greater visibility for their clients.

About Southern Glazer's

In 1968, wine, spirits, and beverage distributor Southern Wine & Spirits of America, Inc. was founded in Miami and began rapidly expanding across the United States. In 2016, the company merged with Glazer's Wholesale Distributors to create Southern Glazer's Wine & Spirits, Inc. – the only comprehensive North American beverage distributor.

Southern Glazer's has always prided themselves on putting people first. It is that mentality that has helped the multi-generational and family owned company become the largest wine and spirits distributor in the United States.



The Results

- \$250,000 less in overtime
- 2% decrease in driver payroll
- 5% reduction in total routes
- 7% annual business growth

“
This proves to our customers that we are aware of the latest technology and we invest in it to provide better customer service.”

Mark Booth
Project Lead,
Southern Glazer’s

FEATURED TECHNOLOGY



Omnitracs Mobile Solutions

Streamline route planning to exceed customer expectations through efficient, automated routes.



Omnitracs Routing

Routing and scheduling software to streamline and optimize route planning and delivery.

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.

For more information visit omnitracs.com