



CASE STUDY

How Big Freight Streamlines Operations with Motorcity

➔ The Challenge

With a broad and diverse transportation and services model, Big Freight needed solutions with the flexibility to support their different operating units while centralizing technology and communications.

Operating multiple business services, Big Freight required a workflow solution capable of adapting to the diverse load execution needs across its various lines of work. However, their current workflow provider lacked the capability to support all necessary workflows and required a separate application for document capture. These gaps in features and functionality left some drivers without proper workflows to execute loads, leading to a reliance on manual load updates.

Additionally, with their current technology provider contract nearing expiration, they needed a reliable and scalable technology solution, along with a trusted partner capable of delivering within a tight implementation timeline.

The final challenge was navigating international border crossings, which account for a substantial 60% of Big Freight's total load volume. In these cases, the document scanning and notification process for drivers was inefficient and resulted in border crossing delays. The challenge was magnified by the need for proper documentation for customs. Drivers either did not know if they had the right documents, or if they were cleared for customs, but delayed at the border due to illegible or incomplete documents.

About Big Freight

Established in 1948, Big Freight Systems is a leading Canadian asset-based flatbed and specialized trucking and freight management company headquartered in Steinbach and Winnipeg, Manitoba.

Over seven decades, Big Freight has grown from a four-truck local operation into a specialized carrier with over 600 pieces of rolling stock serving all of North America.



Motorcity Systems
motorcity.systems

➔ The Solution

Big Freight selected Motorcity Systems ("Motorcity") as their integration and software solutions provider. Motorcity provided a flexible and scalable solution with the ROLLER mobile app and workflow, RELAY messaging, and TORQUE integration. Motorcity's deep knowledge of the TMWSuite TMS and the team's transportation industry experience provided the expertise to help Big Freight define their business requirements. Also the TORQUE integration platform, native workflow integration, and SaaS model provide the speed to market to manage the compressed timeline.

"Empowering our users with unparalleled configurability and flexibility, the application takes advantage of automation to allow us to adapt seamlessly to more tasks than ever, and achieve efficiency with ease."

– Dave Gelowitz



➔ The Results

By deploying the solutions from Motorcity, Big Freight was able to achieve efficiencies, save money, increase load volume, improve driver satisfaction, and obtain better and faster data updates.

Streamlined Scalable Integrations

Motorcity delivered a solution on time with greater flexibility. With their vast integration experience, Motorcity quickly honed in on the requirements for the project. Motorcity's pre-built integrations with third-party solutions - Samsara telematics and the legacy TMS - reduced the integration period for the project, ultimately saving both time and money.

Scalable and Streamlined Driver Solutions

By building specific workflows for the various business units, all drivers benefited from automated ROLLER workflows. The specific workflows supported each business, guided the driver through execution, reduced errors, and improved driver satisfaction.

The ability to capture customs documents in ROLLER centralized and better organized documents for dispatch to review. This saved time for dispatch with centralized documents, and reduced driver delays at the border due to illegible and incomplete customs documents while improving efficiency and load turn. Drivers using a single application, ROLLER, for workflow, messaging, and document scanning reduced the number of driver apps and total app costs, and increased productivity.

Centralized and Improved Communications

Dispatch and operations utilizing RELAY messaging have full message, workflow, and document history in one location reducing the one-to-one communication between dispatch and driver. This improved driver satisfaction, reduced liability, and improved the overall visibility across the company. Safety scores and insurance can benefit from better communication, less driver distraction, and audit history as well.

"Through this strategic collaboration, investment fuels not just growth, but measurable returns—where savings translate into smarter solutions and a shared vision of success." - Dave Gelowitz

75 SEVENTY-FIVE YEARS



BIG FREIGHT
Systems Inc.