

Case Study

Improving Cross-Company Visibility for Cox Group Using Motorcity Network

→ The Challenge

Cox Group operates several transportation companies under one parent organization. While these operating companies share the same ownership, they often operate independently when it comes to their business. Harmonizing processes and technology platforms is a goal, but this takes time.

Several of these companies, including CTS and Walts/ITS, use the Motorcity Systems platform. However, each company maintains separate accounts with its telematics and TMS service providers. This structure limits visibility across their network.

Without shared access, dispatch teams cannot easily see or leverage available drivers and equipment from other companies within the Cox umbrella. This limits efficiencies in asset utilization and load planning.

→ The Solution

Motorcity Systems developed a capability within its platform, called Motorcity Network, that allows partners to securely share selected operational data across organizations.

At the same time this service became available, CTS was exploring ways to give its dispatchers visibility into other Cox operating companies, including Walts/ITS.

Motorcity worked with CTS to implement this functionality and enable cross-company visibility through the Motorcity platform.



CTS Contract Transport Services

About CTS

Contract Transport Services (CTS) is a leading provider of dedicated and regional Midwest transportation services to Fortune 500 companies. Today the Green Bay, WI-based company employs more than 100 trucking professionals.



Motorcity Systems

motorcity.systems

➔ The Implementation

Because the capability was already built within the Motorcity ecosystem, the implementation process was quick and efficient.

Within a few days, Motorcity enabled Motorcity Network and CTS and Walts set up the agreed data sharing relationship. Now a CTS dispatcher can view driver data such as location and HOS from a Walts/ITS driver directly within their Motorcity service.

➔ The Results

With cross-company visibility enabled, CTS dispatchers can now see available drivers across companies and incorporate that information into their planning process.

This improved transparency allows the teams to:

- Optimize asset utilization across companies
- Improve load planning efficiency
- Respond more quickly to operational needs
- Maximize available driver capacity within the Cox network

By leveraging Motorcity's data-sharing capabilities, Cox Group operating companies can collaborate more effectively while continuing to operate within their existing systems.

“We found this to be a timely capability given our goals of improving asset use across companies, and Motorcity was able to set us up quickly on Motorcity Network. They customized the data sharing to fit our needs and in a couple days allowed our dispatchers visibility to drivers across all of our operating companies connected with Motorcity Network.”

– Derek Overly
IT Administrator at CTS

