

ORBCOMM™

CONNECTING THE
WORLD'S ASSETS

CASE STUDY



Dutch Valley Foods commends ORBCOMM's all-in-one solution

Dutch Valley Foods uses ORBCOMM telematics solutions to reliably transport freight in temperature-controlled environments, ensure compliance and reduce CSA scores. The Pennsylvania-based carrier ensures safe and reliable transportation of temperature-controlled assets, reduces instances of rejected loads and stays fully compliant using ORBCOMM telematics.



The Company

Dutch Valley Foods is a bulk distributor working out of Myerstown, Pennsylvania. With 74 tractors and 80 trailers, it delivers to “mom and pop” stores in 29 states every week. Delivering a mix of more than 5000 products including baking supplies and candies, it also specializes in meats and cheeses that come from its warehouse in Millersburg, Ohio.

The Cold Chain Opportunity

With a focus on building out its business network and staying compliant with the Food Safety Modernization Act (FSMA) rules, Dutch Valley turned to ORBCOMM for trailer tracking and later Electronic Logging Devices (ELDs). More than five years ago, Dutch Valley was looking for solutions to comply with FSMA rules.

FSMA was introduced to govern and maintain standards of food transportation in North America. As a carrier of meats, cheeses and foods, Dutch Valley wanted to ensure optimal compliance with FSMA and other food safety rules, which their previous provider was not able to do. It turned to ORBCOMM’s reefer monitoring and trailer tracking to ensure total confidence in their cold chain.

Later with the introduction of ELD, Dutch Valley wanted to have both their truck and reefer telematics on a single platform. They wanted the benefit of dispatchers and cold chain managers looking at all relevant information on a single screen. Since making the seamless transition from AOBRDs, they haven’t looked back.

.....

“We’re able to track trailers, the temperatures in the trailers all the time, the trucks, everything. Everything is faster—response time in the truck with drivers, the visibility for drivers—the reports are so much clearer.”

.....

Better Temperature Monitoring and Operations

Employing ORBCOMM’s solution has been a game-changer for the company. Randy Martin, Compliance Manager with Dutch Valley says, “We couldn’t monitor a lot of the things before. We couldn’t read temperatures in the trailers.”

The ORBCOMM solution empowers fleets to track all aspects of their cargo in one place. Dutch Valley can now monitor the temperature of cargo consistently, with alerts in the event of a sudden or unexpected change in temperature. Live tracking ensures they always know where their assets are, with position updates every five minutes and fuel tank level updates to ensure drivers can get to their drop-off locations on time.

Today, Dutch Valley uses ORBCOMM’s reefer monitoring solution to keep track of their entire supply chain, including meat, dairy, and snacks and has helped to eliminate rejected deliveries. Martin says “the number of rejected loads has gone down. If the customer on the other end just decides they don’t want the load, they’re going to say the temperature isn’t right. We can prove quickly that the temperature was right and they’ve got nothing to go against.”

The FSMA mandate was the turning point, but the range of data provided is where Martin and the Dutch Valley team get the most value.

“We can see what our set-points are, the temperature inside the trailer, and that’s been a benefit for us. We get fewer problems now. If the customer questions anything, if there’s a temperature they feel was bad, we have proof of where our temperature is for that entire trip.”

If a temperature is not what it should be, alerts will notify dispatchers, who can resolve the problem remotely with two-way monitoring or by connecting with the driver. Martin says: “We have our temperatures set. Whatever our set-point is, we get an alert 10 degrees above or below that set-point. We get a text and an email. That goes to me and the shop manager, and we can react to that. If there’s a trailer sitting here at Dutch Valley, we can check it out right away. If the driver’s out on the road, they may not know that



there's a problem, we can contact them and find out what's happening with that trailer."

The Dutch Valley team is particularly impressed with the consistent remote monitoring that ORBCOMM provides. It means they get their weekends back. The company loads its trucks on the weekend before the drivers leave on Sunday or Monday evenings. "We used to have to come in on the weekend and check all these trailers, now we don't have to because again, we get that alert if the temperature goes too warm or too cold."

Improving Driver Performance

ORBCOMM's driver performance reporting data has been a key differentiator for Dutch Valley, who base their quarterly report cards on safety and compliance scores. ORBCOMM's telematics solution delivers the most advanced driver analytics, incorporating safety, compliance and performance. Report cards were a vital part of reducing Dutch Valley's Compliance, Safety and Accountability (CSA) scores and feed into the bonuses that drivers receive.

Martin says "our CSA scores have gone down, which is a good thing. We can closely monitor what our drivers are doing out there and our drivers are very aware of that, but they are comfortable with that. They're not worried that we're sitting there watching them. But, when something does go wrong, we can see why it goes wrong and so our CSA scores have become better for us, which is a great thing."

By monitoring areas like idle time, over-revving, over-speeding, harsh braking, Hours of Service (HOS) infringements and a variety of other data points, Dutch Valley can monitor driving behavior and work with drivers to improve it. By introducing healthy competition, drivers naturally start to perform better.

"We take that data once a quarter, we put it into a report card based on ORBCOMM data. It shows their idle time,

over-revving, over speeding. We grade it. They get to see everyone's average score on that report card, and they see exactly where they are and it kind of becomes a competition where nobody wants to be the low guy."

Driver performance is also monitored on HOS reports and infringements. This gives an incentive to drivers to stay within the legal HOS requirements. Dutch Valley utilizes infringement reports to show if any driver is running over. "It shows when they did it, what they did, and they have to sign off on that." The additional information that Martin shows to the driver is an impetus to improve.

The most important part of the reports, Martin says, is accountability. "The drivers know I'm watching them. When I put that in their mailbox, and they must sign off on it, that doesn't go over so well. When they see the reports, they know I'm watching and so I think they try to do better on their HOS than before. So, it's a competitive aspect and a monitoring aspect."

Increasing fuel efficiency is another positive from driver scoring. Martin monitors each driver's mile-per-gallon and can talk to them about increasing efficiency during regular meetings. "I always try to explain that if you can save a 10th or two on miles-per-gallon, it all adds up. When you have 70 trucks, it makes a difference. We do about five million miles per year with all our trucks together and when you save a 10th or two, that saving is huge. We hand out driver bonuses and if you're helping us save and getting good fuel mileage, and you are accident-free, the bonus will be better."

Increasing Maintenance Efficiency

Drivers utilize ORBCOMM's TomTom devices for pre-trip reports which have led to a huge increase in shop efficiency. Before, there were long delays in maintenance work, because of lost or late paperwork. Drivers were gone all week and paper DVIRs would be delivered late on Thursday or Friday and the shop would scramble to get parts.

Now, Martin says, it's much faster, "right on the device, is everything they have to check. If there's something wrong they check the box, when they're done with that report, it goes to our shop. Then our shop has a heads-up before the drivers get back from their run. It means whether it's a one-day or five-day run, the shop is already aware of what is going on and what needs to be fixed. They can have the parts ready and so the DVIR has been a great benefit for us."



.....
"Overall, I'd say across the fleet it has boosted efficiency—it's an easy system to work with. The drivers like it."
.....

Randy Martin, Compliance Manager, Dutch Valley Foods
.....

Seamless ELD Transition

As all fleets managers will be aware, the AOB RD to ELD transition date means a change for most fleets in North America. Dutch Valley was ahead of the curve in making the switchover early in 2019. "ELDs have gone well. We changed from AOB RD, it wasn't that big of a deal. The drivers were already using the systems, so it was straight-forward."

The big difference for Dutch Valley and many ORBCOMM customers was the change to the 5mph limit. ORBCOMM telematics provides the Yard Move function to give dispatchers and fleet managers better flexibility in assigning drive time. "The 5mph was a big one for us. We started using Yard Moves, and they can move around a yard at 15-20mph without getting docked. That's not just any yard, but it's been a great help."

Rediscovering Lost Assets

One of the unexpected benefits of utilizing ORBCOMM's trailer tracking is in finding assets that were otherwise missing. Trucks that were sent for service and presumed missing, were quickly found. "We didn't know where the trailers were! We thought we had two trailers at a trailer service repair company, we called them, and they said, no they're not here. I was able to go on my ORBCOMM tracking and indeed the trailers were sitting in their yard. And we were able to call them and go tell them exactly where to look for our trailers, and what do you know, they were there!"

The Future

Since implementing ORBCOMM's telematics solution, Dutch Valley has seen a more efficient fleet, drivers are performing better, and safety has increased. Martin is happy with the progress they've made so far and are looking forward to a bright future. "Overall, across the fleet, it has boosted efficiency, it's an easy system to work with. The drivers like it. ORBCOMM has been great to work with, the process from the AOB RD to ELD has been smooth and seamless."

CALL: 1.800.ORBCOMM EMAIL: SALES@ORBCOMM.COM VISIT: WWW.ORBCOMM.COM

ORBCOMM is a global leader and innovator in the industrial Internet of Things, providing solutions that connect businesses to their assets to deliver increased visibility and operational efficiency. The company offers a broad set of asset monitoring and control solutions, including seamless satellite and cellular connectivity, unique hardware and powerful applications, all backed by end-to-end customer support, from installation to deployment to customer care. ORBCOMM has a diverse customer base including premier OEMs, solutions customers and channel partners spanning transportation, supply chain, warehousing and inventory, heavy equipment, maritime, natural resources, and government. For more information, visit www.orbcomm.com.