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John Culp, Executive Vice President and Chief Financial Officer
Maverick Transportation, Inc.



Headquarters: North Little Rock, Arkansas

Platform: Windows

Manhattan solution: Manhattan Carrier™

Challenge:

Maverick needed a real-time solution to support growth and help maximize profits by automatically assigning drivers to loads.

Goal:

Implement solutions to support company growth and help with both strategic and day-to-day decisions.

Solution:

Manhattan Carrier selected based on comprehensive management and analysis capabilities.

Result:

Maverick was able to reduce empty miles, increase utilization, minimize costs, ensure on-time pick-up/delivery, and have drivers home on weekends.

Maverick pulls ahead of the competition with rising profits and driver satisfaction

Maverick’s Commitment to Drivers and Customers Creates Growth, Challenges Systems

Privately-held Maverick utilizes well-trained employees, state-of-the-art information systems and a dependable fleet of more than 1,100 tractors to provide flatbed services in the transportation industry. The company strives to provide its 1,300 employees with the tools to make the right decisions and please customers by investing in cutting-edge technology and top-of-the-line equipment, and committing itself to driver safety and satisfaction. Maverick has established an unprecedented home-time policy that strives to schedule time at home every weekend for its entire fleet. Growth, however, taxed the company’s information systems and made keeping commitments to customers and drivers increasingly difficult.

Maverick Chooses Manhattan’s Comprehensive Carrier Solutions

After evaluating a number of options in the market, Maverick selected Manhattan Carrier™ to support its growth and help maximize profits by enabling detailed analysis and automating decisions—from which loads to assign to which drivers, to what route was most fuel efficient. Maverick implemented the Driver&Load®, Drop&Swap®, Fuel&Route® and Profit Analyzer components of Manhattan Carrier initially, and later added Load Analyzer.

Carrier Management Implementation Meets Maverick’s Needs

Each component of Manhattan Carrier provides specific benefits to Maverick. “Driver&Load has been a key component in controlling deadhead and improving home time while controlling our employee to truck ratio,” said Doug Richey, vice president of sales and operations at Maverick. The solution matches specific drivers to specific loads to minimize empty miles, increase utilization and ensure all freight gets picked up and delivered on time. For Maverick, the real value kicks in on Wednesday and Thursday when the tool matches drivers to loads, enabling them to be on their way home by Friday. Maverick is one of the few 1,000+ unit fleets in North America that can claim a 98% success rate of getting their entire fleet home every weekend.



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The Fuel&Route solution helps the drivers by selecting the best route based not only on the cheapest fuel prices, taxes and tolls, but on drivers’ preferences as well—such as locating truck stops with specific amenities that the driver needs.

Drop&Swap can perform en-route swapping, evaluate best swapping opportunities, recalculate estimated time of arrival and communicate updates to drivers to keep pickups and deliveries on schedule. With features such as ETA monitoring and capacity creator, it monitors Maverick’s fleet 24/7, helping to ensure that if a driver falls behind, the company can still deliver on time.

Maverick was the first transportation company to implement Load Analyzer, a real-time yield management tool that calculates when and where drivers are available. By looking at current and forecasted freight and the company’s current and forecasted network, Load Analyzer determines precisely which customers should be called by customer service representatives and which lanes to solicit in order to keep Maverick’s network in balance and maximize profitability.

Profit Analyzer assesses the long-term value of each customer by providing a Profit and Loss statement for each load hauled. It can calculate a variety of ‘what if’ scenarios to determine the impact of different circumstances and analyze operational characteristics such as the number of times a load is dispatched or the number of empty miles incurred on the load. By looking at both sales and operations aspects of a load, Maverick can quickly determine if the freight is priced correctly and properly dispatched. The tool also allows Maverick to pull historical profitability data along with current network balance information and overlay it on a bid package so the company can appropriately price new or incremental business.

Maverick Benefits Exceed Expectations

Manhattan Carrier was able to support Maverick as it grew its fleet from 700 to 1,100 in a three-year period without significantly increasing its non-driving staff. Maverick utilizes the automated capabilities of Manhattan Carrier to increase the efficiency of its fleet operations and continuously analyze performance to build future business strategy.

The benefits of Profit Analyzer far exceeded the company’s expectations. According to John Culp, executive vice president and chief financial officer at Maverick, “Manhattan’s Profit Analyzer is one of the most significant software implementations that we have ever done.”