



Schneider uses AT&T technology to drive value, safety, and productivity

- **Business needs** - As part of an ambitious initiative to improve operations and strengthen its competitive advantage, Schneider looked to further invest in technology that would enhance safety, productivity, and value.
- **Networking solution** - Schneider replaced the hard-wired computers in its trucks with powerful tablets. The tablets deliver work assignments, navigation, updates on weather and traffic, and they help drivers operate safely and efficiently.
- **Business value** - Enhanced safety, convenience, and productivity
- **Industry focus** - Transportation and logistics
- **Company size** - \$5 billion in annual revenue

About Schneider

Schneider is a premier provider of transportation and logistics services. Offering one of the broadest portfolios in the industry, Schneider's solutions include regional and long-haul truckload, expedited, dedicated, bulk, intermodal, brokerage, warehousing, supply chain management, and port logistics. The company has been delivering superior customer experiences and getting it done with safety as a priority for more than 80 years.

The situation

Always ahead of the technology curve, Schneider launched a \$250 million tech program to improve productivity and efficiency—designed to enhance their ability to deliver for their customers. As part of that initiative, Schneider wanted to use technology that could make it safer and easier for its drivers to deliver the goods that make life better for people everywhere.

Solution

Schneider replaced the hard-wired computers in its trucks with powerful tablets. The new tablets run applications that enable drivers to get work assignments and communicate safely with the office. They also enhance safety and efficiency by providing near-real-time updates on navigation, weather, and traffic. Plus, the new apps help drivers determine the best time and place to stop for rest, refueling, and maintenance.



Circling the Earth 375 times a day

Schneider was started in Green Bay, Wisconsin, in 1935 when Al Schneider sold the family car to buy his first truck. Schneider recognized that the developing American highway system literally paved the way for transportation companies to deliver the consumer goods that Americans needed and wanted.

That vision helped Schneider grow from a one-man operation to a premier trucking, intermodal, and logistics company, one of the largest in North America. Al, and later his son Don, built Schneider on a

foundation of safety, integrity, respect, and excellence. Today, Schneider vehicles log 9.3 million miles daily—enough to circle the earth 375 times each day.

The company's truckload segment operates 11,000 company-owned trucks and 38,000 trailers, and it has relationships with about 2,000 owner-operators who are independent contractors. Its intermodal segment includes 18,000 containers, and its logistics division manages 26,000 carrier relationships. Most of the company's operations are in North America.

Pat Krah, Schneider Vice President of Technology Services in Information Security, said safety has always been a priority. "Across our operations, whether it's with our drivers on the road or our workers in the warehouse, Don Schneider built safety into the culture at Schneider from the very first day."

Continuous transformation to meet customer needs

The shipping industry has undergone significant changes since Schneider founded his company, especially over the past decade. Online retailers that promise overnight or two-day delivery have raised customer delivery expectations and forced transportation companies to be more innovative and efficient.

According to Krah, Schneider has led the way in adopting technology to benefit customers. "We sometimes say we're a technology company masquerading as a trucking and logistics organization," he said. "Schneider takes technology very seriously and we've been innovating since 1979 when we created the first system that tracks every driver, trailer, and truck."

Subsequent innovations involved installing the first two-way satellite communications in trucks and adding IoT devices to improve safety, monitor engine diagnostics, and track the location of every truck, trailer, and the products in each vehicle. “We’re becoming more and more efficient in our business,” Krah said.

Recently Schneider initiated a digital transformation program that looks at every role, business process, and system to understand how the company can better deliver for its customers. What technology could help them become even more productive, enhance driver safety, and continue to provide superior performance to meet its customers’ changing needs?

Data centers on 18 wheels

As part of its digital transformation program, Schneider replaced the computers it had hard-wired into its trucks with tablets. More than 11,000 drivers received the tablets from AT&T, which were loaded with a suite of apps designed to improve driver safety and efficiency. AT&T also supplies the tablets’ connectivity across the United States and Canada, enabling the drivers to have service virtually wherever their job takes them.

“The tablets really enable consumer technology for our drivers,” Krah said. “They’re easy to use with very little training necessary. The tablets also have apps that



allow drivers to get their daily work assignments and communicate with the office. It’s just a great piece of technology in the cab.” The tablets also provide navigation, traffic, and weather updates.

Krah said the tablets are only part of the technology in which Schneider has invested. “Our trucks are very sophisticated, almost like data centers rolling down the road. These trucks have many devices in them that communicate back to a central hub. This could be the tablet or another device,” he said.

The vehicle telematics measure safety factors, including driver performance, tire pressure, and engine diagnostics. “All the data is transported in a highly secure manner over the AT&T network back to Schneider data centers,” he said.

Data-driven decisions deliver efficiency

Drivers have quickly come to rely on the tablets, Krah said. “The drivers are receiving the technology with excitement. It’s much more like consumer technology, very intuitive,” he said. “Many driver demographics are changing and we’re getting more millennials in the



truck. They really expect that technology in order to communicate with their driver business leaders.”

The tablets also enable drivers to view training videos during their off hours, eliminating the need to bring drivers to headquarters to provide continuing education. “This means less time spent off the road in training,” Krah said. “It allows them to get their work assignments and respond to requests quickly. It makes their day much more productive.”

“Getting data through the AT&T network gives us a competitive advantage,” he said. “Schneider uses the data in near-real time to make decisions that improve efficiency. The company can notify our customers if freight is tracking late or if there’s potential product damage.”

“Understanding the mission of AT&T—innovating through technology—brings our companies together to come up with cooperative solutions to solve our business problems,” he added.



Near-real-time communication supports business continuity

Schneider also counts on AT&T to connect them with customers, vendors, and external locations, including 150 U.S. maintenance facilities and operating centers. “The ability to communicate via voice and data over the AT&T network with near-100% uptime is very important to our business,” Krah said. “This near-real-time communication is essential from a business continuity perspective.” He added that AT&T customer service is excellent, with any problems being quickly resolved.

“The reliability of the AT&T network, voice service, and cell phone coverage is essential,” he said. “We rely heavily on the cellular network.”

In addition, Krah said, Schneider trusts AT&T to offer advice and assistance. “Our sales team from AT&T understands the transportation industry. When we have a problem, they work with us to come up with options and business solutions to help meet our needs.”



Fulfilling its founder's promise of excellence

As part of Schneider's commitment to continuous improvement, its dedicated innovation team actively searches for new ways to use technology to benefit customers. "We work with partners such as AT&T to give us a strategic innovative advantage," Krah said.

The company continues to open locations to serve customers, including warehouses and cross docks where materials from an incoming truck or railroad car are immediately loaded directly into outbound trucks, trailers, or railcars. Opening these facilities requires immediate access to voice and data services, Krah said. "We rely on AT&T to get these facilities up to speed and running to become productive for our customers."

In locations that need expanded network capacity to service growing numbers of customers, Schneider uses Switched Ethernet on Demand. "Acquiring new customers increases the volume of freight that runs through these facilities. The ability to ramp up quickly is the number-one reason we chose AT&T. The ability

to bring a solution into a facility in less than a week's timeframe and become productive, with phone and data available to our users, is very important," he said.

AT&T helps Schneider fulfill its founder's promise of excellence by enabling the company to deliver success to its customers, associates, and the communities in which they live and work. "AT&T helps us provide value to our customers and value to our company from a business partnership perspective," he said. "We appreciate the ability to use these devices and technologies to increase the value for our organization."

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~ Pat Krah

Vice President of Technology Services
in Information Security