

Gainey Transportation is a privately held company that was founded in 1984. It is located in Grand Rapids, MI. It has been the fastest growing freight company for the past three consecutive years, and currently own 2,830 trailers and 1,154 tractors. It has eight regional offices throughout the United States.

All of Gainey's trailers are equipped with SkyBitz tracking, according to Brent Jordan, Gainey Transportation's executive vice-president of marketing.

SITUATION

Gainey Transportation wanted to become more efficient and cost effective.

"At any one time, Gainey had at least 100 trailers that the operators could not find," Jordan said.

In order to improve the situation, Jordan began searching for a trailer-tracking product. He narrowed his search down to six companies, searching for a product that was simple, satellite driven, easily installed and stealthy. Jordan selected SkyBitz as his choice and took his recommendation to the company's owner. Gainey became a SkyBitz customer in 2004.

SOLUTION

After selecting Skybitz, Gainey immediately began installing the product on their trailers. Installment proved very easy.

"One of the things that helped us make the decision to buy SkyBitz was the ability to install (the tracker) just about anywhere," Jordan said. "With the SkyBitz product, we can even install it at customer drop-offs."

The product is also unobtrusive, which was also a big selling point. "I can put it anywhere in the trailer, and no one will know it's there," Jordan said.

Other tracking products offer a greater degree of tracking, but simplicity was important.

"I'm not concerned whether the doors are open or closed or a lot of other bells and whistles that create cost but not benefit," Jordan said. "SkyBitz is a very practical use product."

RESULTS

The SkyBitz product has proven to be an effective theft deterrent.

"Since we've had installation completed, we're down to zero cargo thefts in 2005 and 2006," Jordan said. "Once word got out that we had some tracking system, we haven't even had any attempts," Jordan said.

The SkyBitz product is also extremely resilient.

"Within the first week of installing the product, a trailer going to New York had been topped—the top had been stripped off the trailer due to a low bridge," Jordan said. "We lost the top of the trailer, which went to a scrap yard, and we ended up pulling SkyBitz and tracking the top of the trailer in the scrap yard. We still use that unit today. That told me everything I needed about the ability of the unit to survive the normal driving conditions."

In addition to curbing theft, SkyBitz has also greatly increased Gainey's tracking capability.

"The product improved our tractor to trailer ratio significantly," Jordan said. "It reduced it by almost a full percentage point. The majority of that reason is that we know where all our trailers are."

The partnership between Gainey and SkyBitz looks like it will continue for a long time.

"It's very easy and simple," Jordan said. "Just the fact that it's there is reassuring."

"We lost the top of the trailer...we ended up using SkyBitz and tracking the top of the trailer to the scrapyard. We still use the unit today." –Brent Jordan, Gainey Transportation, Executive Vice President of Marketing.