



Perfecting The Full Dispatch Cycle Of Transporting Of Frac Sand By Truck To Optimize Supply Chain Efficiencies

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- Defining the statuses of the full dispatch cycle of trucking assets and identifying the broken links in the dispatch cycle supply chain
- Increasing profitability by managing all aspects of the trucking dispatch cycle
- Discussion of current and future In-Cab technologies and the need for new industry technology adaptations
- How Cloud Computing will fundamentally change the future of trucking & dispatch automation

- Credentials

- Guest Lecturer Texas State University – Ingram School of Engineering (CIM)
- 20 years in the field of dispatch & trucking logistics
- 15 years served at Command Alkon, Inc.
- Founder & President of Paradigm Shift Logistics, Inc.



Trucking Dispatch & The Supply Chain

A Day In Dispatch

We are late on two orders...which one to I ship next?

***ABC Well site
needs 3 more loads***

Paul needs you
to call him

The Sand Plant Just Shut Down...they say it will
be about two hours before they are fixed

Truck 41 needs to go to the shop when it returns

*Why did we ship these loads...we needed
to complete the morning order first*

Mike has almost exceeded
allowable DOT drive time

The 500 ton order for TODAY just cancelled

Has anyone seen Bill...he was suppose to
be in service 30 minutes ago

Don't start order 12 until order
6 has finished

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And we all know how this kind of day ends up.....





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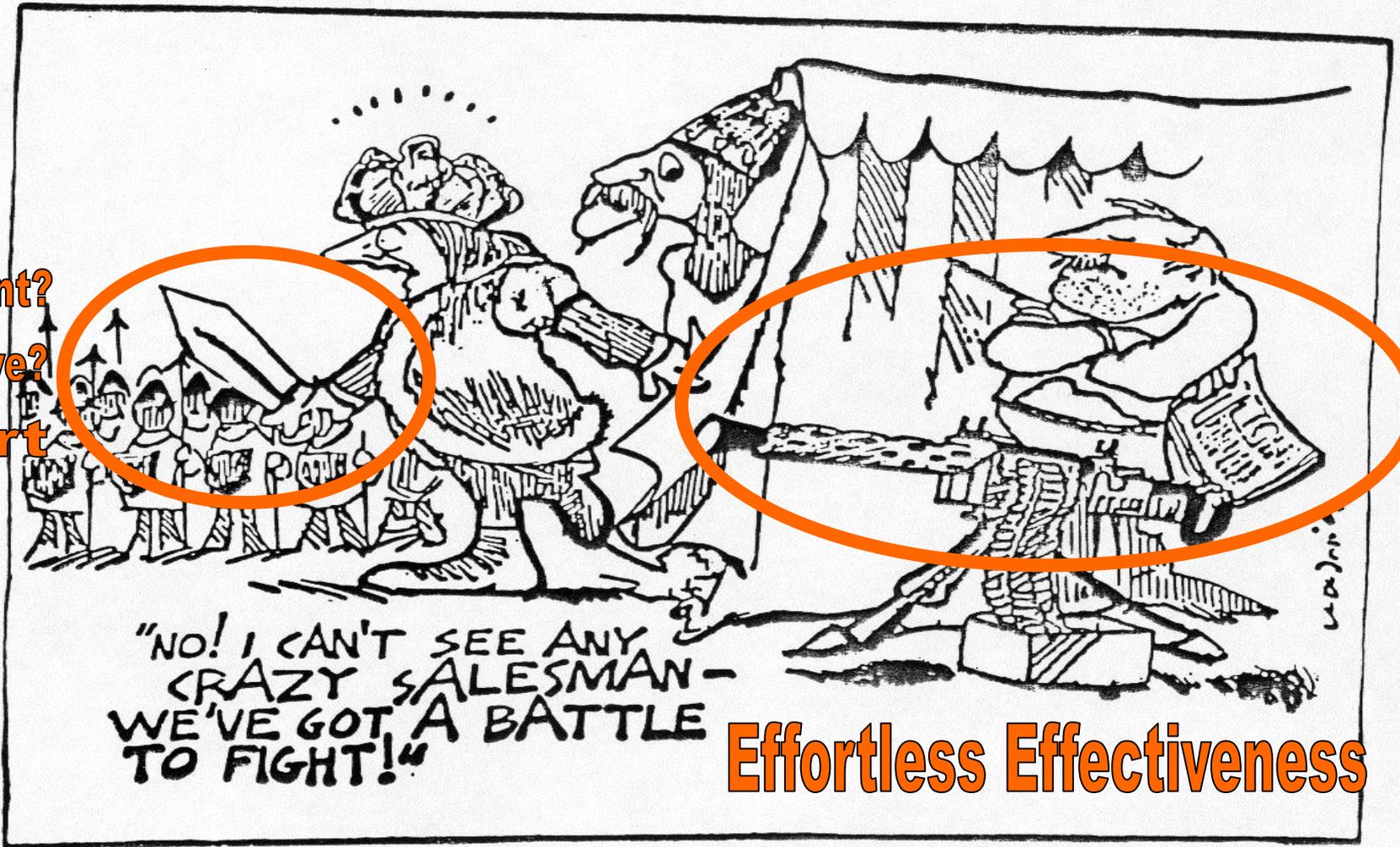
What These Dispatchers need is some...

EFFORTLESS EFFECTIVENESS

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Efficient?
Effective?
Effort



Effortless Effectiveness

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How did we get here.....



There has to be
a reason why we
have these
problems?

- We must understand the Full Dispatch Cycle of Company Owned and 3PL Assets.....
 - Are your dispatchers using the “CRAYON & TABLET” Method
 - How do you schedule loads and how is that information shared across your operations
 - Do you incorporate IN-CAB Technologies in all trucking assets (Company Owned & 3PL?)

- How are LOADS being “DISPATCHED”
- How are you transacting the scale ticket and signed BOL
- Do you have Commerce Solutions for your customers

1. Let's Define the statuses of the full dispatch cycle and identify the broken links

- We must start by Defining The Statuses of LOAD Dispatching
 - Available – (AV) **BROKEN**
 - “To” Pick Up Location (TPL) **BROKEN**
 - “At” Pick Up Location (APL)
 - Loading Average Wait Time **BROKEN**

- Defining The Statuses of LOAD Dispatching (cont'd)
 - “To” Destination Location (TDL)
 - “At” Destination Location (ADL)
 - Unloading Average Wait Time **BROKEN**
 - Available (AV) – breaks the geo fence location

WHAT IF WE COULD TIE IT
ALTOGETHER INTO A VERTICALLY
INTEGRATED PROCESS?

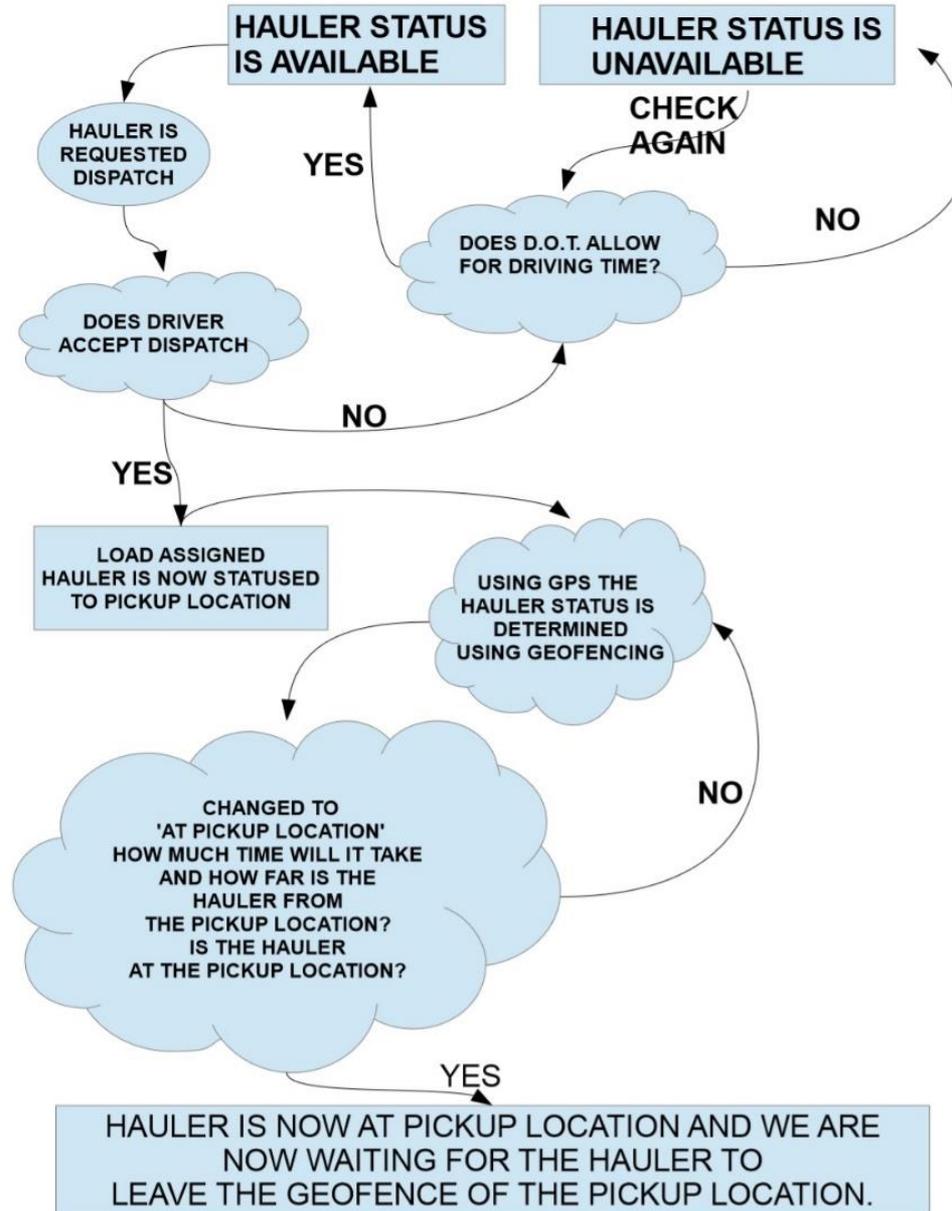


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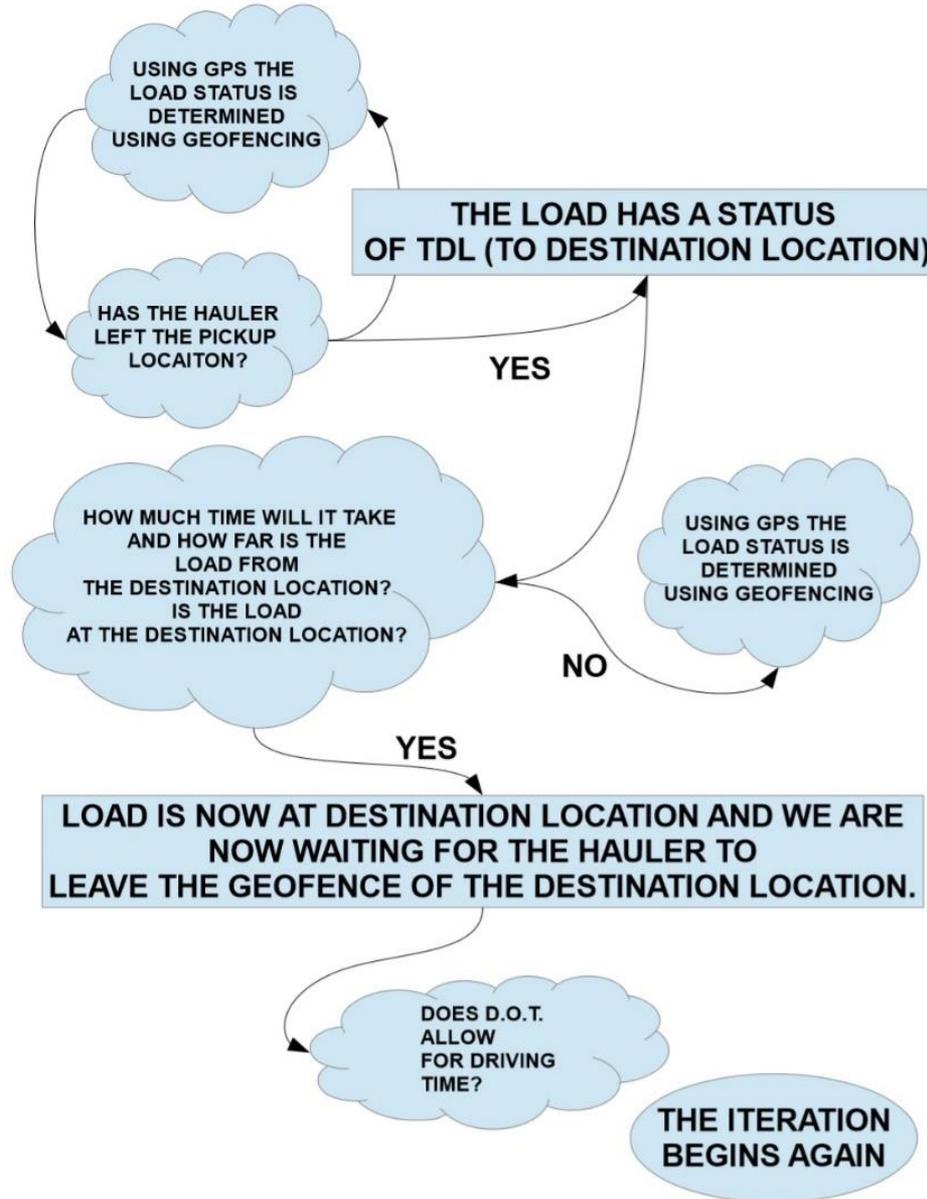
**EFFICIENCY & “EFFORTLESS
EFFECTIVENESS”**

2. Would we increase profitability in the trucking dispatch cycle?

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3. Discuss current and future In-Cab technologies and the need for new industry technology adaptations

- **Current Generation Technologies:**
 - **Mobile Data Terminals (MDT's)**
 - Cost prohibitive
 - Requires contractual service obligations

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The IN-CAB MOBILE future will be a Paradigm Shift to the utilization of Hand Held SMART DEVICE technologies for dispatching and TELEMATICS in a CLOUD & SAAS based model.

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At a minimum, the future of 3PL Load Dispatch & Telematics Automation will be the **HAND HELD SMART DEVICE**

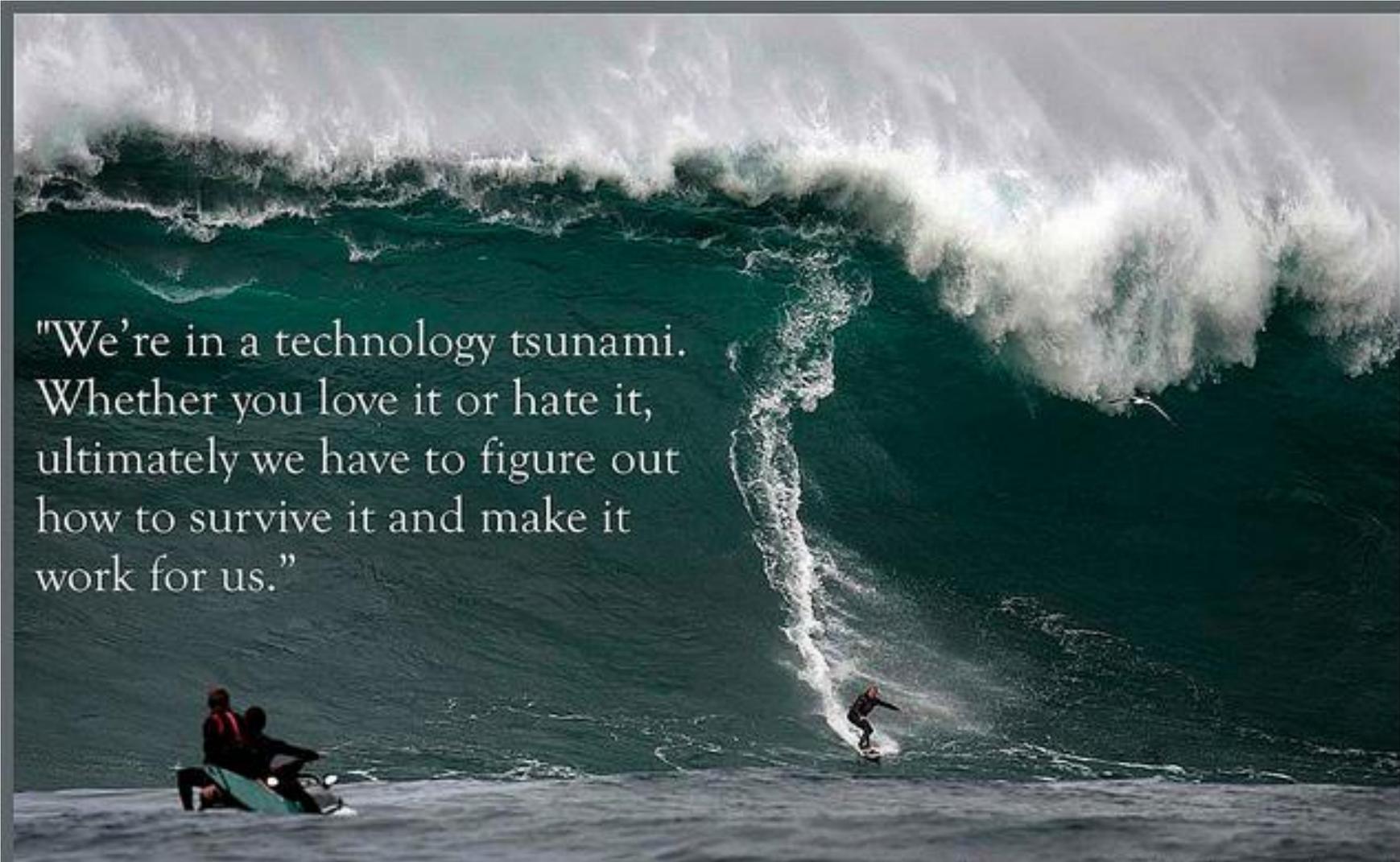


4. Cloud Computing will fundamentally change the future of trucking & dispatch automation

There is a Technology Tsunami coming....



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"We're in a technology tsunami. Whether you love it or hate it, ultimately we have to figure out how to survive it and make it work for us."

THE CLOUD



WHAT IS THE CLOUD?





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NIST

**National Institute of
Standards and Technology**
U.S. Department of Commerce

Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.

What does the future hold for “THE CLOUD”



The market for on-premises servers and infrastructure is coming to an end. The future—the end game, if you will—isn't on-premises, and it's not even really a hybrid model, although there will of course be some of that. It's the cloud. And for Microsoft, that means Azure.



Paul Thurrott –
WindowsIT Pro.com

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Cloud Computing will eventually replace the
Server-Client



**Software Companies must
begin their transition to The
Cloud or they could be facing....**

