



Pointdirect Transport

Fleet MPG from  
**6.1** ↑ to **6.8**

SMS Score Improved  
**1.38** ↑ to **.65**

↑ Business Growth  
MORE THAN  
**20%**  
Every Year

Since partnering with Teletrac Navman

## Pointdirect Transport reduces insurance costs, grows business with Teletrac Navman DIRECTOR® ELD

Integrated ELD & fleet management solution delivers compliance and bottom-line impact

Pointdirect Transport, Inc., a fleet of 45, saw immediate benefits after adopting Teletrac Navman GPS fleet tracking in 2012. In 2017, President Adolfo De La Herran expanded to DIRECTOR ELD, an integrated ELD and fleet tracking solution. The benefits went far beyond compliance.

### Efficiency and compliance in one

With drivers running cross-country, truck location and up-to-the-minute HOS data in one view lets dispatchers assign routes efficiently, pre-booking drivers who can complete jobs without running over HOS. With data on MPG and idling, Pointdirect also uncovered inefficiencies and, through subsequent trainings and vehicle upgrades, increased fleet MPG from 6.1 to 6.8, saving on fuel costs.

The technology also keeps Pointdirect compliant with the ELD Mandate in a financially-minded way. An automated countdown clock on in-cab tablets gives drivers audible and visual alerts when they've met required rest time, eliminating the possibility of violations, but ensuring not a minute of valuable drive time is wasted.

### Cost-savings on insurance, violations and maintenance

In the past, Pointdirect racked up fines during DOT inspections for improper completion and HOS violations. DIRECTOR ELD's proactive alerts to Adolfo and fleet managers when a driver is in violation helped improve HOS compliance in its SMS score from 1.38 to .65. It also led to an improved ISS score, which reduced the amount of inspections at DOT scales and lowered road call and repair fees substantially.

Pointdirect can also ensure drivers complete DVIRs at the beginning of a

"Teletrac Navman grows with you. You can easily install in new vehicles and add new features and integrations to support different kinds of fleets."

**Adolfo De La Herran,**  
President, Pointdirect

"We just went through our insurance renewal, and our year-over-year SMS score improvement got us a huge reduction in insurance cost. It's had a big impact on the bottom line."



trip, and immediately view DVIRs, rather than having to wait for drivers to submit a manual report. With this, they can proactively fix any issues and have avoid having to pay double for a tire or repair on the road.

Fleet tracking also drove dramatic improvement in Pointdirect's SMS scores over a two-year period, which delivered a huge reduction in insurance costs during renewals. Some of the most significant improvements:

SMS Score Improvement Since Using Teletrac Navman				
	Point Score Before	Point Score 2 Years After	Percentile Before	Percentile 2 Years After
<b>Unsafe Driving</b>	3.82	1.87	55%	17%
<b>HOS Compliance</b>	1.38	0.65	81%	57%
<b>Vehicle Maintenance</b>	4.75	2.34	75%	37%

Pointdirect's Current HOS SAFER Percentiles Compared to National Averages		
	Pointdirect	National Average*
<b>Vehicle HOS</b>	9.10%	20.70%
<b>Driver HOS</b>	2.00%	5.50%

\*FMCSA Safety and Fitness Electronic Records (SAFER) System US Inspection results for 24 months prior to 8/06/2018

**"DIRECTOR ELD has been game-changing for efficiency."**

### More jobs booked

Adolfo says Teletrac Navman has been key to his ability to grow the business over 20% every year, as his customer service has improved greatly since partnering with Teletrac Navman. Because Pointdirect can provide more accurate ETAs, shippers often give them more freight and jobs. GPS tracking also lets them accept jobs faster from shippers thanks to better insight into drivers' locations and available hours.