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**CASE STUDY**

# Helping A Major Auto Manufacturer Improve On-Time Delivery to the Just-In-Time Assembly Line

***AVERITT***





## The Challenge

Averitt Express is a leading provider of freight transportation and supply chain management, with international reach to more than 100 countries. The company is values-driven, with express commitments to continuous improvement and exceeding customer expectations. When a leading car manufacturer and long-standing customer approached Averitt to handle precise, on-time delivery of an automotive component to a specific point in the manufacturer's just-in-time assembly line, Averitt was determined to deliver.

Averitt partnered with FourKites to improve the required visibility. Averitt drivers make multiple back-and-forth runs each day between a components manufacturer's facility and the assembly line. FourKites was the only visibility solution able to recognize each of those runs as a separate load.

In addition, because the component Averitt delivers need to go directly to a specific location in the assembly line – not just to a central loading dock – precise, customizable, high-accuracy geofencing capabilities were essential for a visibility solution. Inaccurate or latent tracking data could have a significant downstream impact on Averitt's success in fulfilling its customer commitment and cause a disruption in the customer's supply chain.

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## FourKites Solution

FourKites' product team quickly gained an understanding of Averitt's needs and proved that the platform delivered superior functionality compared to other visibility providers. FourKites then used its proven, repeatable integration process and dedicated onboarding team to seamlessly bring Averitt's loads onto the FourKites platform. To ensure that Averitt's teams could operate the platform autonomously, FourKites trained Averitt personnel.



## The Benefits

FourKites' advanced geofencing capabilities gave Averitt and its customer the ability to track loads to individual docks, **with real-time data powering alerts that are sent out every 15 minutes.**



FourKites came in and was able to custom configure the solution for our unique load numbers and shipments. ”

*Nick Fields,  
Averitt's Director of Analysis  
and Administration.*

Averitt found that FourKites was the best visibility platform provider able to meet its customer's exact requirements. "FourKites came in and was able to custom configure the solution for our unique load numbers and shipments," said Nick Fields, Averitt's Director of Analysis and Administration.

In addition, FourKites' advanced geofencing capabilities gave Averitt and its customer the ability to track loads to individual docks, with real-time data powering alerts that are sent out every 15 minutes. "One of our core values is continuous improvement," continued Fields, "FourKites shares that philosophy and has been the right provider to help us enhance our service to one of Averitt's most valued customers."



# FOURKITES

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## The FourKites Difference



### Unmatched Accuracy

Calculate the industry's most precise ETAs based on the broadest network of GPS-ELD integrations feeding up to-the-minute data into a machine learning algorithm, updated every 15 minutes.



### Quickest Time-To-Value

Get up and running in weeks with our dedicated onboarding team and out-of-the-box integrations with leading TMS, GPS-ELD, dispatch systems, and carriers.



### Broadest Coverage

Track loads across road, rail and ocean with a true multi-modal platform, consolidating insights into a single view.



### Superior Customer Service

Rest assured knowing our integrated service and training team - consistently cited by customers as the most responsive and helpful in the industry is available by phone and email.

## Learn More

For more information,  
please visit

**[www.fourkites.com](http://www.fourkites.com)**

or contact a FourKites  
representative at

**1-888-466-6958.**