

FINISHED VEHICLE LOGISTICS

REBUILDING A **1,000-TRUCK** OPERATION WITHOUT REBUILDING THE IT TEAM.

Hansen & Adkins Incorporated / Finished Vehicle Logistics /
1,000+ Trucks / US & Canada / 5+ Year Magnus Partner

1,000+

TRUCKS ACROSS US & CANADA
RUNNING ON A SINGLE MAGNUS
PLATFORM

Pre-built

INTEGRATIONS LIVE AT GO-LIVE.
NONE BUILT FROM SCRATCH.

New LOB

BROKERAGE LAUNCHED, ENABLED
BY MAGNUS. ALMOST OVERNIGHT.

CUSTOMER



INDUSTRY

Finished Vehicle
Logistics

GEOGRAPHY

United States
& Canada

PARTNERSHIP

5+ Year
Magnus Partner

THE SITUATION

A heavily customized, decade-old TMS holding a 1,000-truck auto-haul business together by force of habit.

TRUCKS

1,000+

YEARS WITHOUT UPGRADE

10+

PATH FORWARD

None

01

THE PROBLEM



A platform that worked. Until it did not.

Hansen & Adkins has been moving finished vehicles across North America for over 30 years. More than 1,000 trucks. Multiple customers per load. Complex routing, pricing, and driver pay, all within a single run. For most of that time, the technology did not match. The TMS was built for general trucking, not finished vehicle logistics, so the gap was filled with spreadsheets, workarounds, and processes that lived in people's heads.

When CIO Jay Kelly joined, he inherited a heavily customized platform that had not changed in a decade, running on-premise infrastructure the company no longer had the resources to support. The customization that made it functional had also made it impossible to upgrade.

"The amount of customization put into the system almost made it impossible to upgrade. We were running something that hadn't changed in ten years, and we couldn't keep supporting it."

JAY KELLY / CIO, HANSEN & ADKINS

02

THE SEARCH



Finding a partner that understood the problem.

Hansen & Adkins evaluated the market. Most TMS platforms were built for generic trucking, and the few targeting auto haul ran on older systems that could not keep pace. Magnus stood out because it was built around how finished vehicle logistics actually works.

IN JAY'S WORDS

"I came across Magnus and thought: somebody is thinking about technology the way I think about it."

03

THE FAILURE



When the system failed, Magnus stepped in.

Hansen & Adkins' legacy TMS had been running on borrowed time. Years without meaningful updates. A customization burden that made upgrades nearly impossible. Aging on-premise infrastructure the company no longer had the resources to maintain. It was not a question of if it would fail. It was when.

When it did, it failed completely. The system was unrecoverable. The business dropped to paper overnight: phone calls, spreadsheets, and manual processes across every operation.

That is when they called Magnus. Within hours, a full team was working alongside Hansen Atkins, not as a vendor delivering software, but as a partner helping run the operation through the transition. They implemented while the business was still moving. Stabilized within months. Fully operational within a year.

"If I think about how that would have gone with anyone else, nobody would have been able to step up the way Magnus did."

JAY KELLY / CIO, HANSEN & ADKINS

IMPLEMENTATION TIMELINE

HOURLY

SYSTEM FAILURE

Legacy TMS goes dark, business drops to paper.

Phone calls, spreadsheets, and manual processes carrying every dispatch, rate, and driver-pay decision across a 1,000-truck operation.

WITHIN HOURS

MAGNUS ARRIVES

A full Magnus team on the ground, working alongside operations.

Not a vendor delivery model. A partner running the business through the transition while the implementation is built around live freight.

MONTHS

STABILIZED

Core dispatch, pricing, and driver pay back on a single platform.

Pre-built finished vehicle logistics workflows replace a decade of custom code. No on-premise infrastructure to keep alive.

YEAR 1

FULLY OPERATIONAL

Hansen & Adkins is fully live on Magnus across US and Canada.

Hundreds of integrations configured rather than built from scratch. The IT team stops fighting fires and starts shaping the roadmap.

04

THE OUTCOMES



What changed once the system was in place.

Over five years, Hansen & Adkins did not just replace a TMS. They changed how the business operates.

01 IT SHIFTS FROM MAINTENANCE TO STRATEGY

Legacy infrastructure and the overhead required to support it were removed. The team now focuses on improving the business, not keeping old systems alive.

02 HUNDREDS OF INTEGRATIONS, PRE-BUILT

Instead of years of development, Hansen & Adkins configured the connections they needed and started operating.

03 DRIVER PAY AND LOAD VISIBILITY, SYSTEM-DRIVEN

What used to require reconciliation across multiple systems is now handled within a single workflow.

04 OPERATIONS SCALE WITHOUT PROPORTIONAL HEADCOUNT

Volume increased without adding the same operational burden. A direct result of removing manual processes across dispatch, pay, and integrations.

05 A NEW LINE OF BUSINESS: BROKERAGE

The legacy TMS had no path to supporting a brokerage business. Magnus did, natively. Hansen & Adkins launched and scaled their brokerage on the same platform, something on the roadmap for years but never within reach.

06 A PLATFORM THAT GROWS WITH THEM

Five years in, the focus is no longer on replacing systems. It is on what comes next, on the same platform.



05

WHAT'S NEXT



A partnership that continues to evolve.

Five years in, the focus is not on replacing systems. It is on what comes next. Jay and the Magnus team have built something that goes beyond a typical vendor relationship. The people know each other. The trust is there. And that foundation is what makes everything else possible.

As new technologies like AI enter the space, Hansen & Adkins is not looking for blanket promises. They are looking for a partner with deep enough roots in finished vehicle logistics to know where technology will actually move the needle. Magnus is that partner.

"I'm most excited about how Magnus is going to bring advanced technology into our world. They understand this business. They'll be some of the first to really explore what's possible."

JAY KELLY / CIO, HANSEN & ADKINS

As Magnus grows, so does the opportunity. Hansen & Adkins will be right there with them.

ABOUT HANSEN & ADKINS

Hansen & Adkins Incorporated has been moving finished vehicles across North America for over 30 years, operating more than 1,000 trucks across the United States and Canada with complex multi-customer routing, pricing, and driver pay on every load.

ABOUT MAGNUS TECHNOLOGIES

Magnus Technologies builds enterprise TMS software for trucking and logistics companies of all sizes. Based in Austin, Texas, with 20 years in the industry, Magnus delivers a modular, SaaS-based platform that connects dispatch, mobile, and carrier operations in one end-to-end solution, including the Magnus Driver App and Magnus Carrier Advantage network.

PURPOSE-BUILT TMS FOR CARRIERS & FREIGHT BROKERS.

Magnus offers an enterprise SaaS-based TMS that is affordable and scalable to fleets of all sizes. Visit magnustech.com to see how Magnus partners with operators like Hansen & Adkins.

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