

Manual to Automatic: Pasha's Shift to Magnus TMS Boosts Staff Efficiency 24%



For a company moving up to 40,000 vehicles per month, knowing real-time locations is priority one. Manual tracking had Pasha Auto Trucking stuck in the slow lane until the Magnus Transportation Management System and Driver App created speed and efficiency.

The Challenge

Automotive hauling and logistics is a highly specialized field. Pasha Auto Trucking is an expert at meeting changing demands of the industry, but its transportation management system was not.

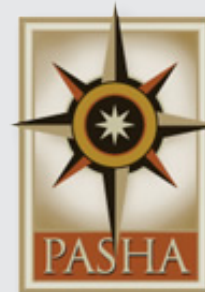
Built for bulk freight, not cars, the TMS lacked functionality. Missing were basic features like electronic proof of delivery and a driver-friendly app. But an even bigger problem existed.

With an average of half-a-million dollars in vehicles on every hauler, original equipment manufacturers (OEMs) wanted automated load updates and tracking. With Pasha's existing system – not possible. The team worked twice as hard manually monitoring loads and feeding the information to OEMs.

"Our OEM customers demanded, 'You must have X, Y, and Z.' We didn't have X, Y, or Z," said Jason Cook, Pasha's senior director of dispatch and business development.

With an unsustainable process and untenable position with clients, the team needed to find a system fully capable of supporting the operation's unique needs.

The search led to Magnus.



About Pasha Automotive Services

Pasha Auto Trucking provides automotive logistics for new and preowned vehicles as

an entity of Pasha Automotive Services that offers port-processing, plant logistics and other upfits for the world's largest automakers.

With a fleet of 100 owner-operators, the 11-year-old company partners with automakers to provide transportation services for new vehicles and covers all aspects of the used car business for auctions, dealers, and individual customers.





The Results

Pasha wanted a TMS that would reduce manual work. What the company received from Magnus was a system capable of shifting business into high gear to achieve rapid results:

Productivity – Pasha increased staff efficiency by 24%. The app empowered drivers to scan moved VINs, update pick-ups and deliveries, and log car inspections—features not available in the previous TMS. The OEMs automatically receive information, eliminating manual reports. This made it possible for dispatchers to double their driver count from 20 to 40 without compromising quality. Magnus TMS also automated order entry and invoicing, thus reducing keying errors and unnecessary paper trails.

Operational Insights – Increased visibility helped Pasha streamline operations. Magnus TMS Load Builder provided a color-coded map view ideal for consolidating orders and prioritizing units. The system showed available and underutilized haulers to maximize load count while minimizing empty miles. A better understanding of day-to-day equipment utilization allowed Pasha to create more revenue-generating opportunities for drivers. Plus, the TMS featured information on truck maintenance, payments, and escrow to support each driver's business success.

Business Growth – Pasha experienced significant volume growth – both in direct business and through its partner network using Magnus Carrier Advantage. Enhanced data uncovered revenue opportunities invisible to the company in the old TMS such as yard moves and shuttles.

Now the company is doing more business with less staff and according to Cook, “plans to just keep getting better.”

“Employees said they felt more comfortable with Magnus than they did with any other TMS.”

The Solution

Having tried various apps when transporting loads for partner carriers, the Magnus Driver App emerged as an early favorite. Simple to use and easy to connect, the app provided both drivers and dispatchers with better load information. The TMS proved equally as good.

Pasha and Magnus worked together for about eight weeks on system setup. Magnus learned how Pasha worked, transferred files, and trained the team. Having Magnus already integrated with OEMs through EDI and other communication channels made the transition even smoother.

Cook describes the launch of Magnus as learning the ABC's and understanding the system's fundamentals. After only six months the team moved to advanced skills like building custom reports and restructuring data to maximize TMS capabilities.

“Across the board, employees that worked for other companies said that within a week, they felt more comfortable with Magnus than they did with any other TMS after a month of training,” said Cook.

The TMS's intuitive design improved Pasha's data management processes and automated workflows. OEMs gained round-the-clock tracking and Pasha has complete, one-click access to load, truck, and driver information.

About Magnus Technologies

Magnus Technology Group, headquartered in Austin, Texas, has 20 years of experience designing, developing, and delivering enterprise TMS software. Magnus is the first software provider in the transport and logistics industry to offer an enterprise SaaS-based TMS that is affordable and scalable to truckload and LTL fleets of all sizes. The all-new Magnus TMS platform is modular and works seamlessly with the Magnus Driver App and Magnus Carrier Advantage network to deliver a complete, end-to-end mobile dispatch and order fulfillment solution to truckload fleets for maximizing profitability and growth.



To see a demo of the Magnus TMS in action, contact us directly at **(877) 381-4632** or **sales@magnustech.com**

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