

Magnus TMS Powers Ambitious Growth for Extreme Transportation



Upgraded TMS Transforms Processes to Enable Company-wide Progress

The Challenge

Extreme Transportation started 2023 with growth targets worthy of the California-based auto hauler's name. The company wanted a fleet expansion of 40% by year-end with trucks already on order. While aggressive, the goal seemed achievable for the new president and CEO B.J. Alicandro — until he started looking at Extreme's current transportation management system. The chief financial officer delivered some discouraging news. "We absolutely cannot grow anymore with this system. If we cannot figure this out, we will die a quick financial death."

The largely homegrown TMS lacked basic functionality and automation. The driver app frequently failed, costing drivers time and loads. The system had minimal dispatch capabilities and lacked reporting features. With no in-house IT, upgrades required expensive external support. The existing TMS made achieving the company's growth, efficiency, and profitability goals impossible.

Having faced a similar challenge at other car-hauling companies, Alicandro knew the best solution. For the third time in his career, and just 15 days after becoming Extreme's CEO, he called Magnus.

The Solution

The Magnus TMS delivered advanced functionality with artificial intelligence and machine learning aiding dispatch to better optimize every asset. Integrated business intelligence software offered new insights for data-driven decision-making. The mobile app introduced a clear, quick workflow that brought unmatched reliability to the auto-hauling process for drivers.

EXTREME AUTO TRANSPORT

About

Extreme Transportation is a California-based vehicle transportation company. The auto-hauler has served the South, West, and Eastern states from coast to coast for more than 25 years. The growing fleet of 110 trucks has delivered more than 10,000 automobiles since its start in 1996. The company uses state-of-the-art equipment and technology to deliver vehicles on time and damage-free, making Extreme Transportation a go-to carrier for the world's largest auto manufacturers.



The TMS transition was a game-changing experience for Extreme Transportation's operations manager.

"We were working on a first-generation Nintendo. The Magnus TMS is like a PlayStation 5. It's powerful and cutting edge," he said.

Magnus' management of the onboarding made the switch even smoother. With Extreme adding five drivers a week, TMS disruptions and delays were not an option. Magnus worked with the outgoing TMS provider to reformat and transition 16 years of data to the new system. The team integrated QuickBooks for a seamless order-to-invoice process. Magnus consulted

"A huge thing for us is the integration with other customers that use Magnus. We're able to trade work back and forth seamlessly."

B.J. Alicandro | President & CEO
Extreme Transportation

with customers for system connections that would streamline and automate the work. The Magnus team then trained the Extreme Transportation staff and offered recommendations for new system-enabled processes.

The Results

As Alicandro predicted, the Magnus TMS proved the perfect system for enabling Extreme Transportation's growth with these core features:

Business Intelligence

The Magnus TMS simplified business management with meaningful data insights. Everyone, from the frontline to the C-suite, better understood the company's performance. New reports and dashboards provided business insights that allowed teams to ask, "What are we doing well and where can we improve?" Opportunities for filling empty miles quickly surfaced and became a priority. Teams refined their processes to better optimize trucks, solicit loads, and schedule deliveries to add more profitable miles.

Magnus Carrier Advantage

Extreme Transportation leveraged the Magnus Carrier Advantage as an entirely new source of revenue. The network aids carriers in sharing their excess loads and cutting out brokers that don't have any skin in the game. Extreme took advantage of more loads from other carriers to reduce empty miles. The company also moved excess loads with other carriers rather than letting the units sit. Activating the Carrier Advantage network was as simple as "flipping a switch" in the Magnus TMS. With a click, Extreme started sharing resources without any manual work.



Systems Integration

One of the main advantages of the Magnus TMS for Extreme is its ability to integrate with other auto haulers who are Magnus customers. The system allows carriers to work together seamlessly without having to re-enter VINs, rates, customers, and other details. The automation significantly increases the potential to fill empty miles without having to spend time gathering and manually entering the relevant information into the system.

Workload Improvements

The Magnus TMS drove efficiencies throughout the company. The accounting team experienced a **32% productivity boost** by integrating the TMS with QuickBooks. The staff now has more time to check rates and validate invoices for billing accuracy. Managing driver and owner-operator pay is simpler and straightforward.

The company's vision involves delivering "impeccable customer service" to drivers and shippers. Because of Magnus, dispatchers have more time to spend with drivers and serve as their advocates. The TMS offers communication, load tracking, and service performance monitoring to meet rigorous customer expectations. Now Extreme Transportation can grow to any number of trucks and knows Magnus will scale with them.

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 auto haulers 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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