



# The Computerworld Honors Program

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## Final Copy of Case Study

**Status:**

Laureate

**Year:**

2013

**Organization Name:**

Coyote Logistics

**Organization URL:**

<http://www.coyote.com/>

**Project Name:**

Private Fleet

**Please select the category in which you are submitting your entry:**

Sustainability

**Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)**

Imagine a program that successfully reduces the number of empty trucks traveling on North American highways. Coyote Logistics has refined a proprietary and innovative business model that aggregates private fleets of all sizes, a business model unlike any other offered by a logistics company. Coyote's Private Fleet collaboration works with shippers to eliminate empty miles, reduce carbon emissions, and turn deadhead into profit for both shippers and fleets. To do this, Coyote utilizes internally designed and built technology, which allows the company to identify backhaul matches between a shipper's underutilized assets and Coyote's freight network. In 2012, Coyote's Private Fleet services eliminated more than 7.5 million empty miles from highways, which equates to 13,000 tons

of carbon that did not enter the atmosphere. This was determined using Coyote's Green Calculator custom-calculating technology. Coyote offers a scorecard showing real-time reporting on the number of miles eliminated, the amount of generated revenue, high-volume lanes, and lane-matching for available loads. Coyote developers built an analytics reporting portal for shippers and carriers to view all of their data. For this innovative Private Fleet collaboration, Coyote was named one of the top 10 winners (out of 400 nominees) at the 2012 Chicago Innovation Awards.

**When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)**

Coyote implemented the Private Fleet collaboration in January 2011. Coyote continues to develop new and improved current practices as needed.

**Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)**

Coyote implemented this ongoing project in January 2011. Coyote continues to monitor for ways to improve on this collaboration and for ways to add more fleets to its database.

**Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)**

Coyote is working with two companies, a premium beer distributor and a mass merchant. Coyote's Private Fleet team recognized shipping patterns that were mutually beneficial for both customers financially and logistically. Coyote worked with both customers to load the mass merchant's fleet with the beer distributor's product through a special drop trailer program. The mass merchant's fleet would drop trailers at the beer distributor's facility to be loaded or unloaded with product, eliminating wait time of drivers and maximizing fleet efficiency. This exclusive collaboration is the first of its kind for the mass merchant; the beer distributor is currently the only shipper allowed to load its product on the private fleet trailers. The partnership, powered by Coyote, is one of many creative solutions Coyote has implemented to solve supply chain challenges customers face.



**Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)**

Coyote's Private Fleet collaboration is an innovation that positively impacts shippers and carriers. The opportunity was in developing underutilized assets and turning these into revenue-producing resources for shippers. Large national shippers typically operate a private fleet of semitrucks and specialty equipment for the transportation of its own goods. Typically, shippers will send an outbound truck from its distribution center directly to its retail store or other vendor. Once that truck makes its delivery and is empty, the fleet typically drives back empty to its home base so it can be re-dispatched for another outbound load. Coyote has identified the empty legs of these journeys as a tremendous opportunity to create additional value for the shipper, private fleet, and the environment. By utilizing our dense network of available freight and our proprietary technology, we are able fill these empty legs for the private fleets, thus eliminating empty miles, reducing CO2 exhaust, and providing an additional source of revenue.

**If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)**

Coyote presents each private fleet carrier with "Daily Offerings" and exact matches based on loads. A report generated by SQL and Coyote's reporting server show the fleet all available loads on Coyote's load board. Coyote developers wrote this program as a planning tool, allowing carriers the opportunity to plan out weeks of hauling for maximum efficiency. Coyote also offers a network optimization, through SQL, that compares private fleet lanes to customer bid lanes. This allows for private fleet carriers to commit to other customers' freight on an annual basis.