Case study: Atlanta Bonded Warehouse

Location: Kennesaw, GA

The client

Atlanta Bonded Warehouse (ABW) is the leading third-party logistics (3PL) provider of integrated warehousing, transportation, and co-packaging solutions throughout the Southeast.

Specializing in temperature-controlled management of consumer packaged goods (CPG), ABW handles 400+ million cases and 6.7 million pallets across 4.3 million square feet of space within thirteen facilities. Their in-house carrier, Colonial Cartage Corporation, complements our warehousing and co-packaging services by providing LTL service throughout the Southeast, Southwest, Midwest and Great Plains.

The challenge

It was 2017, and the ELD (Electronic Logging Device)[1] mandate was approaching quickly for transportation companies like Atlanta Bonded Warehouse (ABW), the Southeast's leading provider of temperature-controlled warehousing, co-packaging and LTL/TL transportation services, headquartered in Kennesaw, Georgia.

The solution

Atlanta Bonded Warehouse's Network & Systems Administrator, Allen Lochamy, was researching ELD solutions and consulted Leah Fuller, Senior Strategic Account Manager at Best Buy® Business, to explore options for an initial fleet of 50 trucks, operated through ABW's in-house carrier, Colonial Cartage Corporation.

The devices deployed by ABW needed to provide secure and reliable access to an ELD app, a custom TMS (Transportation Management System) application for routing and shipment visibility, a trailer tracking app, maps, calculators and cameras. The solution needed to provide flexibility on the mobility side to switch between carriers, if necessary, without being locked into any contracts. ABW wanted to pool data across the 50 devices and closely monitor usage through one portal.

ABW chose Apple iPads as the preferred device; Best Buy Business provided the iPads and then introduced DataXoom to explore data solutions for the fleet.

DataXoom's business-friendly data plans were a perfect alliance because they allowed ABW to mix-and-match the iPads between carriers. Although all 50 iPads were connected on the same carrier, the option remains available to switch to another carrier at any time. Accounting is simplified, as all devices pool data and appear on one bill, accessible through the DataXoom portal. ABW can create custom accounting reports and view data usage for each device.

ABW's initial deployment of 50 iPads, each on a 1G data plan, has since grown to 65 devices. On the list of ABW's upcoming projects with Best Buy Business and DataXoom are hotspots and smartphones for the growing fleet.

"Adding devices is so smooth and streamlined with DataXoom," said Lochamy. "We use the DataXoom portal primarily to manage each device's data usage and track usage trends. DataXoom does a great job at alerting us, whether it's for high or low data usage."

Lochamy credits Leah Fuller and Best Buy Business with putting together a seamless ELD solution for Atlanta Bonded Warehouse. Fuller said she chose DataXoom's unique solution because it's the only LTE solution for enterprise that offers access to all carriers on one bill with one data pool. "Obviously, DataXoom's wholesale prices are a big benefit," said Fuller when asked why she selected DataXoom for the ABW project, "But access to multiple carriers without contracts, and the ability pool data across all devices is a huge perk. Anything that lets my customers make a move quickly and not tie them to one service is a win for my clients."

Kelley Carr, VP of Business Development for DataXoom, worked with ABW and Best Buy Business to find the right data plan. "This is what DataXoom does," said Carr. "We provide business friendly solutions for customers who don't want to be locked in to one carrier. We offer data plans simplified for the enterprise. It's a win-win-win for the end-user, the reseller and us."

Atlanta Bonded Warehouse has been a customer of DataXoom since November 2017 and continues to grow its devices on DataXoom's data plans through a strong relationship with Best Buy Business.