Ron Finemore TRANSPORT

Ron Finemore Transport Enhances its Services with Real-Time Telematics Data

To augment its logistics services, Ron Finemore Transport aimed to harness real-time position and activity data for all the trucks in its fleet. In the past, providing accurate status updates for each load required the company to manually re-key the position and activity data into its transportation management system—a time-consuming task. Using Kofax RPA™, Ron Finemore Transport has automated 91 percent of the process, liberating six full-time equivalents to focus on value-added activities.

12
Robots in Production

91%
Reduction in Manual Data Entry

6-Month
Return on Investment

WORK LIKE TOMORROW.™

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RonFinemore TRANSPORT

Meet Ron Finemore Transport

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Headquartered in Wodonga, Australia, Ron Finemore Transport operates an extensive logistics network across the country's eastern seaboard. A family-owned business founded in 2004, Ron Finemore Transport's 650+ employees deliver a comprehensive range of transport and logistics solutions to leading enterprises including Aldi, Caltex Australia, Manildra Group of Companies, Nestlé, Simplot Australia and Woolworths.

Products in Use

Kofax RPA™

Focus

Robotic Process Automation, Digital Transformation, Back-Office Automation

Challenge

Since 2004, Ron Finemore Transport has served businesses across Australia's eastern seaboard with specialist logistics services for grocery distribution, primary freight from manufacturers to retail distribution centers, manufactured goods, complex linehaul services, produce, bulk liquids, grain and animal feed. Every year, over 260 Ron Finemore Transport trucks travel more than 60 million kilometers and deliver to some of the country's best-known brands.

Ron Finemore Transport is always looking for innovative ways to improve safety for its employees, reduce its impact on the environment and minimize costs for its customers. With customer expectations for responsive, real-time services on the rise, Ron Finemore Transport embarked on a far-reaching digital transformation project. In addition to outfitting its vehicles with telematics devices, the company deployed a brand-new transportation management system (TMS) to help it to plan, coordinate and analyze its day-to-day logistics operations.

"Since we started our journey with Kofax, we've freed our employees from hours of boring and repetitive tasks, which enables them to focus on more rewarding activities and engage more closely with our customers."

Darren Wood, General Manager – Technology & Innovation, Ron Finemore Transport

Darren Wood, General Manager – Technology & Innovation at Ron Finemore Transport, explains: "The combination of our TMS and telematics solutions enables us to offer real-time data on the location of our trucks to our customers and the business. For our customers, this information means faster and more accurate updates on the status of their deliveries. For the business, this data is a powerful way to benchmark against key-performance indicators and identify operational efficiencies."

Although Ron Finemore Transport's TMS and telematics solutions were providing valuable data, integrating the two platforms posed complex technical challenges. To cut its time-to-value for the solutions, the company developed a workaround that involved employees logging into the telematics system and manually updating the status of each delivery in the TMS. However, this approach was extremely time-consuming, and required six full-time equivalents (FTEs) per day.

"Our long-term goal is to use our logistics data to create innovative, value-added services for our customers, and we knew that we needed a viable long-term solution to integrate information between our two key business systems," Darren Wood continues. "We were confident that automation held the answer, and decided to look for a technology solution to help us solve the challenge."

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Solution

To eliminate the need for manual re-keying of data between its TMS and telematics solutions, Ron Finemore Transport selected Kofax RPA—a market-leading, AI-powered robotic process automation platform.

"We were first introduced to Kofax by an early adopter of their solutions we happened to meet at an industry event in North America," recalls Darren Wood. "That chance meeting piqued our interest in the Kofax RPA platform, and we decided to investigate whether the solution could help us with our data integration challenge. We were very impressed with the proposal that Kofax presented, and quickly made the decision to build our first software robot."

Working together with expert consultants from Kofax, Ron Finemore Transport mapped out each stage of its data integration workflow, and configured Kofax RPA to automate the process. At the same time, one of the company's newly appointed systems engineers was rapidly accredited in the use of the solution through Kofax Education Services.

Today, a software robot imports the real-time location of each truck into a central data warehouse, and then matches the record to the correct route in the TMS. When a truck enters or leaves a geofenced location such as a fuel station, delivery point or freight terminal, the robot automatically applies the appropriate delivery status update in the TMS.

"Integrating our TMS and telematics systems presented some tough technical challenges, but Kofax worked with us every step of the way to solve them," says Darren Wood.

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"From the very start, we knew that we wanted a fully automated solution. Just as we aim to free our drivers to focus on performing their job safely and efficiently, we want to equip our employees in the back office to invest their time in activities that are fulfilling and that add value to our customers. Thanks to our work with Kofax, that's exactly what we've achieved."

Results

With Kofax RPA, Ron Finemore Transport has enabled seamless integration between its TMS and telematics solutions. At the same time, the company has unlocked dramatic improvements in back-office efficiency.

"In the past, it took around six FTEs to re-key delivery status events into our TMS, but today that's all changed," explains Darren Wood. "Thanks to Kofax RPA, we've slashed the need for manual work down to just half an FTE, an efficiency improvement of 91 percent. Our robot has become such an integral part of our operations that we've even given it a name: Kenny, after a plumber in a famous mockumentary film series in Australia."

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Based on the success of its initial work with Kofax RPA, Ron Finemore Transport has created additional software robots to optimize other process areas. To date, the company has 12 robots in production across the business, and plans to deploy more in the future.

"Now that we're up and running with Kofax RPA, we have a world of automation possibilities," continues Darren Wood. "For example, a member of the team used to spend around 20 minutes each day collecting the latest fuel prices from across our delivery network and then inputting them into a spreadsheet. This data plays a key role in planning the optimal fuel stops for our drivers, and today we use a software robot to complete the process in just three minutes—a time-saving of more than 10 hours each month."

Ron Finemore Transport is also using Kofax RPA to integrate its operations more tightly with some of its largest clients. The company recently created a robot to automate its order acceptance process for Woolworths, one of the country's largest grocery retailers. Previously, two employees spent around six hours per day capturing orders, building the loads in the TMS and coordinating time slots for collections and deliveries. By using a software robot to automate key stages of the workflow, Ron Finemore Transport has cut the order acceptance process down to just one hour of human effort per day, while boosting its data-quality score from 70 percent to over 90 percent.

"Thanks to our work with Kofax, we're in a strong position to build the next generation of digital services and become trusted partners to more businesses across Australia."

Darren Wood, General Manager – Technology & Innovation, Ron Finemore Transport

"Since we started our journey with Kofax, we've freed our employees from hours of boring and repetitive tasks, which enables them to focus on more rewarding activities and engage more closely with our customers," adds Darren Wood. "The time we're saving is already having a very positive impact on the bottom line, and we estimate that we achieved full return-on-investment in Kofax RPA after just six months."

He concludes: "We see that the logistics industry is only going to become more data-driven in the years ahead. Thanks to our work with Kofax, we're in a strong position to build the next generation of digital services and become trusted partners to more businesses across Australia."

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