



A.D. TRANSPORT EXPRESS

SUCCESS STORY

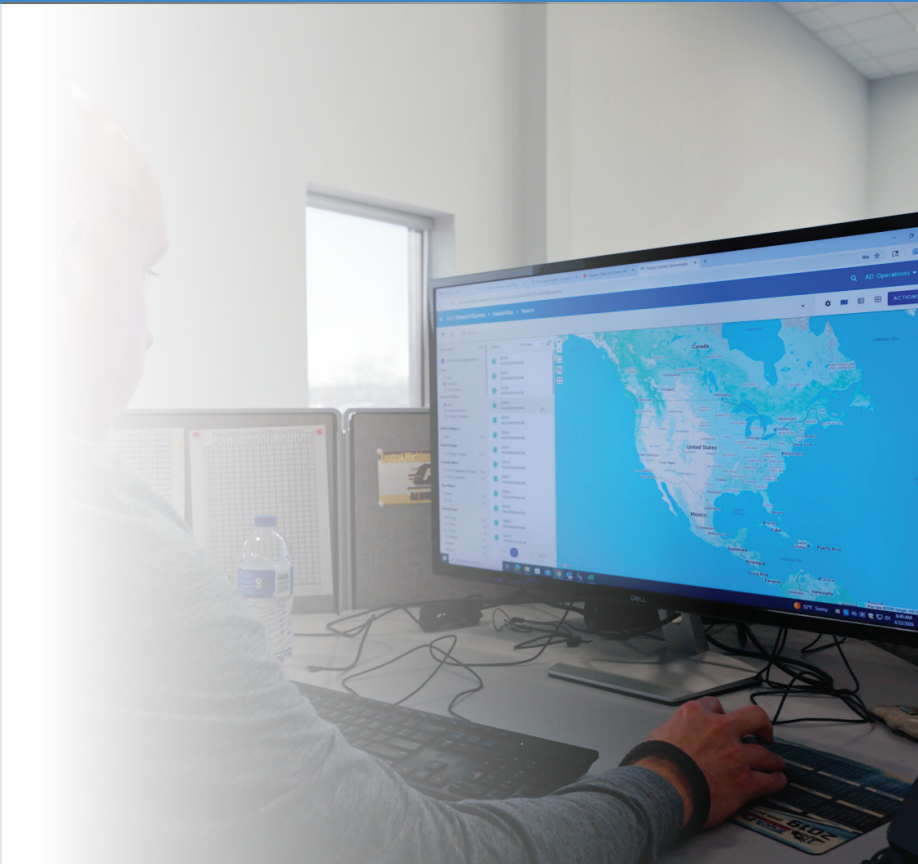


Built In, Not Bolted On

How A.D. Transport Express made an OEM new build order of 1,050 trailers visible to their team before they left the factory and eliminated a daily maintenance burden in the process.

When Tom started at A.D. Transport Express 30 years ago, tracking a trailer meant moving a magnet. There was a physical board with one magnet per tractor and one per trailer, updated by hand and then mirrored in the system the company was running at the time.

Tom is now an operations supervisor. The board is long gone, and the question is no longer where a trailer is. It's what's next.



“We had to do it in the system and then move it physically on the board, So it led to a lot of mistakes.” said Tom.



Based in Canton, Michigan, A.D. Transport Express has been moving freight for 41 years. The 1,050-unit order was part of A.D. Transport's regular fleet rotation cycle, replacing aging units with late-model equipment.

As the company planned the purchase, the decision to spec Phillips Connect in at the OEM level was equally deliberate. With more than 1,700 trailers spread across the country, keeping track of assets is an operational discipline, not an afterthought.

**“It’s your assets, your money,
you always want to keep an eye on it
and know where it’s at all times.”**

-Matt, A.D. Transport’s co-founder and vice president





From the Factory Floor

When A.D. Transport decided to move on from its previous provider, the goal wasn't just to switch platforms. It was to rethink the install entirely.

As they planned it, they made a deliberate call: every single one of those new builds would run Phillips Connect from day one, and not when the trailers arrived at a yard, but from the factory floor.

By working with Phillips Connect to spec StealthNet units — Phillips Connect's onboard trailer intelligence solution — directly into new builds at the OEM level, A.D. Transport had full visibility on every trailer the moment it rolled off the line.

Trailers could be dispatched to jobs immediately, bypassing the long trip to Michigan and yard installation step entirely.

Matt describes the decision as straightforward. "It was just a great plan to have them put into the trailers as they were being manufactured," he says. "We won't have to do it after the fact. We get to see the trailer coming from the factory to the point of our pickup, and then we can utilize the equipment right from there without having to bring it to the yard."

Ed, Director of Operations, puts the business case simply:

“When we’re in the Midwest, we want to be able to dispatch the trailer to earn out of the gate.”



No Failures. No Exceptions.

The OEM integration solved the install window. Connect1, Phillips Connect’s software platform, addressed something the previous provider never could: 100% uptime. A.D. Transport Express has experienced all uptime since deployment.

“We were very excited with Phillips Connect’s platform, because it’s had 100 percent uptime compared with our previous system,” Ed says.

In the maintenance shop, Chris has been watching for problems for 20 years. He manages the truck and trailer side, covering parts, inventory, warranty and everything else that flows through the shop.

On the StealthNet units, he hasn’t found much to do. “Because of the stability of the StealthNets, there is no maintenance to them that we’ve seen,” he says.



Driver Time Is Perishable

At a carrier running drop-and-hook freight around the clock, driver time is the scarcest resource on the floor. Tom frames what Phillips Connect delivered in terms his team lives by every shift.

“One of the big changes that we’ve seen is the ability to save drivers time,” he says. “And their time is so valuable. We really want to do everything in our power to let them maximize their time and maximize their earnings.”

The next step is taking that visibility all the way into the cab. A.D. Transport is working with the Phillips Connect team to extend fleet visibility directly to drivers via the DriverAssist app, giving them real-time trailer data on tablets and phones. The capability matters most across the company’s large drop lots, where trailers can be buried behind other units or parked at off-site customer locations.

“One of the things that we’re looking forward to,” Tom says, “is the ability for our drivers to see images in cab or on a phone.”

A Platform Built to Be Learned

Chris credits the onboarding process for getting the team fluent across the full suite. “Phillips Connect has been really good to us,” he says.

“They’ve taught us how to use the Connect1 system, along with the StealthNet and the TechAssist app to get everything connecting and communicating correctly.”

Matt brings it back to first principles. “Our people, our drivers and our technology, that’s kind of where it’s at,” he says. “Just like Phillips Connect.”





A.D. TRANSPORT
EXPRESS