

Like its national competitors, UPS, FedEx, and DHL, California Overnight competes on service and price, so leveraging technology to increase customer service and drive down operational expense is critical. California Overnight has employed Countermind's technology to provide the next generation application for their Delivery Driver Support System. The new Countermind based solution automates on-truck inventory management, package delivery, scheduled pick-up and on-call pick-up, providing near real-time updates to drivers and the web based package tracking system.

## PRODUCTION PROVEN



California Overnight's internal IT department is not new to mobility. Having deployed a DOS based solution in 1995; they were experts in dealing with the pains associated with mobile deployments and knew they didn't want to suffer through the process of building the application or the middleware. "In our previous deployment, we found ourselves painted into a corner, reliant on a carrier that wasn't growing with our business and devices that limited our ability to take advantage of new technologies. And this is something we could avoid, to great extent, with Countermind's Mobile Intelligence products." Said Tim Elder, IT Manager, California Overnight

With the new system, California Overnight has more visibility into their business operations and has reduced manual processes for drivers and dispatchers. The dispatch center is fielding fewer calls from customers tracking packages and fewer calls from drivers regarding deliveries.

California Overnight also handles up to 2,000 On-call Pick-ups a day. In their previous system confirmation of On-call Pick-ups were not automated, so the drivers carried 2-way pagers to confirm receipt. Dispatchers have been able to do away with these follow-up calls, because Countermind's solution includes a simple pop-up window that notifies the driver of a new pick-up. When the window appears, the driver is required to close the window to continue within the workflow, and the dispatcher receives confirmation.

### No More Manual Business Processes

Redundant tasks and paperwork were restricting driver performance. California Overnight has taken the burden off drivers to report delivery status, submit inventory manifests, and fax in signatures captured manually. Countermind's Mobile Intelligent™ Applications enforce process oriented messaging, so drivers have less to worry about and California Overnight has more control over meeting service level commitments.

### CUSTOMER

California Overnight is a leading provider of overnight regional package delivery services. Operating in three states, California, Nevada, and Arizona, California Overnight delivers 50,000 + packages daily.

### DEPLOYMENT DETAILS

- ✓ 1,000 + Users
- ✓ Countermind MI Application
- ✓ Symbol MC 9000 Devices
- ✓ Windows Mobile 2003, Pocket PC Phone Edition Operating System

***"Countermind has been a great partner in this project. We can count on them to provide first-class support and delivery"***

**Tim Elder**  
IT Manager  
California Overnight

All Over-the-Air communications are managed by Countermind, including application updates, data transmission, network management, and device management. California Overnight is managing a workforce of 1,000 delivery drivers across a large geography, so centralized management is a critical aspect of their operational system.

### Deployment and User Acceptance

To ensure a smooth transition to the new Delivery Driver Support System, California Overnight implemented an extensive user acceptance program that included a production pilot with 40-users, over a 90-day period... *and everything was under scrutiny.* The anticipated concerns, around application responsiveness, were quickly dismissed. "Since our users were coming from a DOS application, we were very concerned that the screens would not refresh fast enough and drivers would get frustrated. But, our MI based application moved at the same speed with much more functionality, the drivers responded well to that!" said Mark McWhorter, Sr. Program Manager, at California Overnight.

California Overnight also tested two rugged handhelds with similar features and several carriers. After having 20 of each device operating on multiple networks, California Overnight had the data needed on coverage, usability, and overall performance to make a decision. Ultimately, California Overnight decided to go with Symbol's MC9000 running the Windows Mobile OS on the Sprint network. "Not only did this testing process help us to make our device and network decisions, but it also showed us the incredible flexibility of CounterMind's software", said Elder.

### Ensure High User Adoption

CounterMind's workflow centric approach increases user adoption, which is critical when replacing systems that effect day to day business operations. With California Overnight's new system, all the messaging and transmission of data is handled behind the scenes, pre-scheduled, push (server initiated), or based on the completion of a delivery or pick-up. Drivers don't have to worry about when they're "synching", they stay focused on their job. The CounterMind applications that support the Delivery Driver Support System make efficient use of all the data capture mechanisms available on the Symbol MC9000 device, including the bar code reader for scanning in packages, the touch screen for capturing signatures and the hot-buttons for moving through the application.

California Overnight's user training and roll-out have been a great proof-point to the application's ease of use. The user community ranges from personal computer users to completely non-technical users that have had limited or no access to basic computer programs, like the Internet, Email, or Word Processing. Training is conducted in groups of 8-10 drivers and typically takes less than 45-minutes. "We have an application that is as simple to use as you can get. Drivers are picking up on it quickly. About 40 minutes and the drivers can take the device and head out on the road and use them, effectively.", McWhorter concludes.

### Leverage Existing Systems

While field users enjoy a simple, easy to use application, the information that's being disseminated to users and captured in the field is vital to California Overnight's business operations. The integration into back-office systems was done using Web Services by California Overnight's internal development team. CounterMind's Mobile Intelligence Platform uses a Services Oriented Architecture and Web Services to enable a re-useable and flexible integration strategy.

California Overnight has integrated their custom dispatch and workforce management system with CounterMind's MI Server, which acts as a central messaging and management "hub" for the Mobile Intelligence Platform. The MI Server is responsible for managing all aspects of the mobile application, corporate data communications, and users in the field. When work orders are assigned, the necessary information is sent from their custom system through the MI Server and out to the appropriate users, where the data populates the application. When information is captured in the field and submitted, it is sent back through the MI Server and updates their system, as well as their on-line consumer accessible website – for status on deliveries.

### What's Next?

Overnight service is one side of the business, but there is as much benefit to be gained on the Courier side. The Courier service responds to contracted, same day order deliveries or individual business-to-business deliveries. "Our Courier business and Overnight business operate very differently and the field applications have to reflect that. We'll be able to make some fairly major modifications without starting from scratch. So, in the end, it will be faster and cheaper to get the second application out to the field." said Elder.

### About CounterMind

CounterMind is an award winning provider of software solutions and products for extending corporate business processes to field-based workforces. CounterMind has been providing production proven mobile solutions to enterprise customers since 1998. CounterMind provides custom solutions for web services, custom application development, enterprise integration, enterprise portals, infrastructure, and managed services as a complement to CounterMind's Mobile Intelligence™ product family offerings.

**For more detailed product information and demonstrations, please visit our website: <http://www.countermind.com> or give us a call at 303.794.1660.**