SIRVA, a leading moving industry holding company, formed by the merger of Allied Van Lines and North American Van Lines, looked to True Wireless to solve a mobile device deployment challenge. SIRVA had a need to gather detailed information about driver miles and hours on over 1,400 vehicles across the United States.

True Wireless is applying its unique, large-scale integration solution to efficiently and effectively deploy mobile data gathering devices, handheld data tracking devices, associated hardware, software, setup and configuration, user information pieces, and distribution.

Large-scale integration solution for mobile device deployment.

Integrated deployment of multiple devices, including setup, collateral, packaging, and distribution leads to faster, more successful wireless deployment at lower cost.
Situation

SIRVA is a privately-held moving industry holding company formed by the merger of Allied Van Lines with North American Van Lines. The company is a leading worldwide provider of company relocation services and moving solutions, providing more than 300,000 relocations per year to companies, government employees, and individual consumers.

Company drivers are currently responsible for logging hours on duty, hours driven, miles driven, and time off the clock -- in order to meet company and regulatory requirements. To date, recording this information has largely been a manual effort, and the company needed a way to track the information in a more automated, consistent, and reliable fashion.

SIRVA required a solution which took advantage of today’s latest technology in capturing information from both the driver and the vehicle.

Challenges

Drivers needed easy-to-use equipment which required minimal operator training and involvement. It needed to be able to provide information enroute to law enforcement and regulatory agents to verify compliance with various highway and driver regulations.

The system needed to be able to connect to the vehicle and transmit information to a mobile collection device which could then interface with corporate I.T. infrastructure.

Most importantly, the deployment of the mobile solution needed to be “plug-and-play,” where all of the setup and configuration was done in advance, in order to minimize fleet downtime during deployment. Traditional mobile deployment solutions from carriers or hardware providers were not capable of easily integrating and configuring the multiple components required.
Deployment Solution

SIRVA turned to True Wireless for the solution and its capability to handle the complex deployment project involved. For the two major components of the system, True provided the innovative and ruggedized Motorola ES400S Enterprise Digital Assistant (EDA) as a Bluetooth handheld data tracker, running on the Sprint network, coupled with a Xata Turnpike vehicle data gathering unit.

True Wireless then turned to its 120,000 square foot deployment solutions facility to provide the last-mile integration, configuration, and distribution services required. True Wireless’ Device Management and Deployment Solutions offered a broad range of services, including inventory management and warehousing, custom configuration and integration, hardware and software integration, custom fulfillment, data and license management, returns and demo/evaluation programs, and customer and carrier relationship management.

The full deployment project included the following activities: pairing the Xata Turnpike data collection unit with the rugged ES400S handheld, configuring the Bluetooth connection between the two components, loading the company phonebook on the phones, charging and installing the battery, downloading and installing the required Xata application software package into the ES400S device, setting up customized screens with a special toolbar, and applying a customized home screen. They also added a charger for the handheld unit, and provided extensive documentation for the user and for regulatory agencies. True also handled the labeling and packaging, and distribution of the configured devices.

“No other enterprise wireless solutions provider could pull off what True Wireless can do with their Deployment Solutions facility.”

“ Their ability to integrate and configure on a very large scale is unparalleled in the wireless industry.”
**Results**

► SIRVA was able to significantly reduce the time required to set up the entire vehicle tracking solution “kit”, thanks to True Wireless’ large-scale Mobile Deployment Solutions capabilities.

► The highly-efficient production-line approach led to lower cost of integration and configuration, compared to deploying the various parts individually, or trying to integrate and configure in an office environment on a large scale.

► The “plug-and-play” nature of the completed kit led to reduced out-of-service time while the solution was deployed in each vehicle.

► The ability to integrate end-user collateral and training materials enabled drivers to install and begin using the device with minimal assistance. As a result, valuable I.T. resources at SIRVA were able to continue to focus on other high-priority projects, instead of spending hours installing and setting up the devices on each vehicle.

► The rugged ES400 and Xata Turnpike units were key in allowing SIRVA to collect information more accurately and reliably, going forward. This had a cost-reduction effect, as data became more precise and less likely to be lost along the way.

**Next Steps**

For more information on how True Wireless’ industry-leading Mobile Deployment Solutions can help you in managing your mobile workforce, please contact us at your earliest opportunity.

Contact True Wireless, at 1-800-590 TRUE (8783) or visit us on the web at TrueWireless.com.