



2024 CASE STUDY

# Digitizing Operations with Maven’s AI-Powered Enterprise Platform: Improved Productivity, Increased Shipment Count, and Reduced Costs for an **\$11.3M+ ROI** at PITT OHIO, A Leading LTL Trucking Carrier

Authors: Scott Sullivan, CIO, PITT OHIO; Paige Creo, VP of Marketing, Maven; Avi Geller, CEO, Maven

**10X ROI** IN YEAR 1 WITH  
\$11,349,000 IN COST SAVINGS

**20 MIN/DAY/DRIVER** SAVED  
ACROSS 2,100+ DRIVERS

## EXECUTIVE SUMMARY

### PITT OHIO’s Maven Deployment & Year 1 Results for Increased Profitability

Improved productivity, service, operational efficiency & sustainability while reducing costs:

- ▶ Handled increased bill count of 1,000+ new bills/day in 2024 without adding new drivers.
- ▶ 20 minutes per day saved per driver due to improved UI and untethered device.
- ▶ 75% reduction in time entering manifests by leveraging integration to automatically populate data.
- ▶ Decreased fuel, MPG, paper, and equipment usage due to digitization, automation, and improved asset management.
- ▶ Faster flow of data via API integrations.
- ▶ Improved customer satisfaction by providing real-time dialogue between dispatch & drivers and updated, accurate ETAs.
- ▶ Automation of Driver Vehicle Inspection Reports (DVIRs) for better quicker, digitized reports and communication with Maintenance.
- ▶ Reliable system: 99.99%+ uptime.
- ▶ Improved CSA Score & FMCSA HOS Compliance for safer driving due to the unified platform with an easy-to-use ELD & telematics system.

QUICK, PAINLESS, ON-TIME  
**9-MONTH** PLATFORM  
DEPLOYMENT ACROSS **25**  
OPERATIONS CENTERS AND  
**2,644** USERS (**2,127** DRIVERS).

**WATCH:** [User Testimonials from PITT OHIO Drivers & Employees](#)

PITT OHIO & Maven’s Case Study Submission earned the Runner-Up Award in the 2024 CSCMP Supply Chain Innovation Competition.

## THE CHALLENGE

To keep up with the changing supply chain landscape and increase efficiency and profitability across their core business of pickup/delivery and linehaul trucking operations, PITT OHIO's Executive team decided to replace an outdated legacy operations system with an innovative, AI-powered enterprise platform, which resulted in over \$11,349,000 in cost savings.

The new system would need to be faster and more reliable, intuitive, data-driven, and scalable to meet today's business needs in comparison to the older system. It would need to include dispatching, shipment pickup and delivery, and the management of the entire fleet of drivers and safety and touch all of PITT OHIO's Operations Centers across the United States. The technology would also have to handle an expanding customer base and geographic footprint and support a trucking company in achieving its long-term growth plans.

### The challenge was that a new platform would need to:

1. Automate manual processes and increase operational efficiency with AI/ML technology.
2. Improve driver productivity and mobility via faster data entry and automatic population and transmission.
3. Expedite the flow of accurate information across the system between departments and create/maintain a new system of record.
4. Digitize processes to save time and reduce paper waste and costs, supporting supply chain sustainability initiatives.
5. Provide an intuitive UI and experience for all team members, including dispatchers, managers, and drivers.
6. Grow business by increasing shipment count and enhancing customer service with more available information and proactive communications.
7. Maintain excellent safety and compliance standards and improve FMCSA records.
8. Uphold a focus on hiring, training, technology, and the retention of high-performing drivers, enabling PITT OHIO to more safely provide on-time service to its customers.
9. Modernize operations with a fast, secure, and reliable cloud-based solution.

A major challenge was that an enterprise system would impact multiple critical cost and revenue functions. Thus, PITT OHIO needed to maintain its legacy system while rolling out the new system, cutting 25 Operations Centers from the legacy system

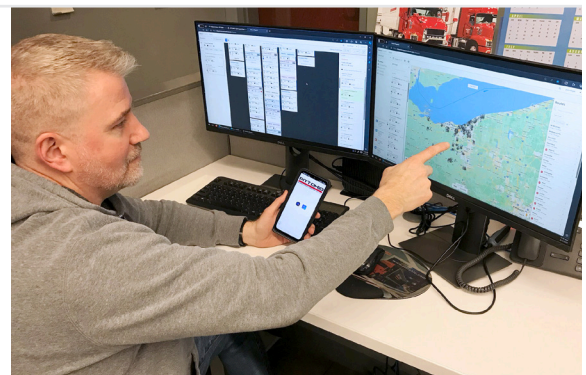
in a 12-month period while also introducing the new system to over 2,600 users. The "Operation Center by Operation Center" rollout approach added to the challenge of merging legacy data and new platform data to maintain a holistic business view. This created additional technical overhead that needed to be managed during the rollout.

2,100+ of the users were truck drivers that needed to be supported and retained, and many long-term drivers and other employees had used the legacy system for 15+ years. National driver shortage and turnover rates were at a high in trucking, and the supply chain was still recovering from the many challenges of the COVID-19 pandemic. PITT OHIO needed to proactively, clearly communicate the proper usage and benefits of the new system to users to overcome the adoption curve and ensure that operations were enhanced, not disrupted.

**"Our standards are extremely high, and Maven provides best-in-class technology for LTL, allowing us to run a safer, more profitable fleet. Maven is helping us improve the customer experience with reduced claims and a happy, safe fleet of drivers, and the benefits will multiply from here."**

**— Chuck Hammel III, President,  
PITT OHIO**

*PITT OHIO achieved the goal of leveraging the Maven platform to handle an increase in the bill count in 2024 without needing to add more resources.*



## THE SOLUTION & DEPLOYMENT

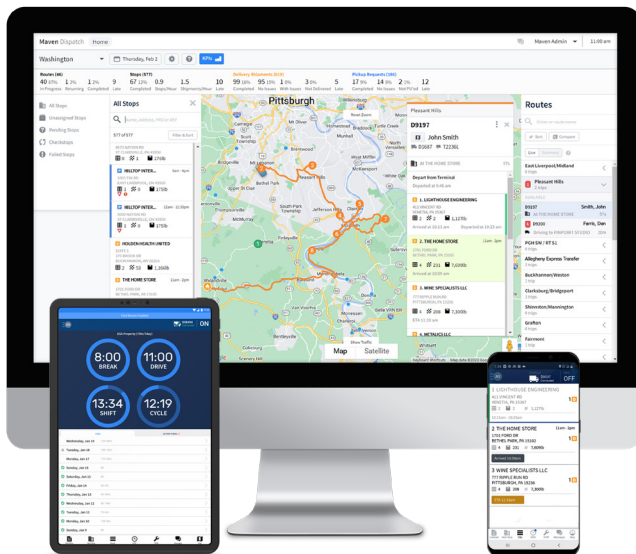
PITT OHIO selected Maven as a strategic innovation partner to address their technical and operational supply chain challenges. It was crucial to do business with a technology company that demonstrated an understanding of their needs for both today and the future. Maven, a leading logistics technology company headquartered in Pittsburgh, Pennsylvania, developed the AI-enabled, data-rich operations platform with the support of PITT OHIO. PITT OHIO has 2,644 users on Maven. 2,127 are truck drivers, and other users include employees like dispatchers, safety managers, and operations managers. The cloud-based platform optimizes and manages fleet operations in real time, and the modular product suite has a portal for executing transportation functions like dispatching, planning, and linehaul. It also includes a mobile application for driver pickup and delivery workflows and ELD (Electronic Logging Device for FMCSA/DOT hours-of-service) for safe and compliant operations.

Drivers and data were central to PITT OHIO’s “just-in-time” pickup and delivery operations. Orders are completed in a 12 to 18-hour cycle, so moving to a real-time system was crucial

to the LTL business model. PITT OHIO required an unusually fast, robust flow of accurate data with a flexible underlying architecture that could adapt to future growth plans.

The project’s success hinged on PITT OHIO’s organization-wide approach, as well as on Maven proactively seeking input from all user groups and key leaders to innovate and create solutions that solve PITT OHIO’s problems. A cross-functional team between PITT OHIO and Maven worked together to prioritize the participation of stakeholders and end user groups with full-circle testing, training, 360-degree feedback, and 24/7/365 support. Simultaneously, the team ensured that the rollout was tightly monitored and managed by dedicated operations leaders at PITT OHIO. A “train the trainer” approach was utilized, where managers and others became the go-to internal experts on the Maven system at PITT OHIO. Trainers would train the drivers for 30 minutes, then spend the next two days at the Operation Center working with the back office and handling incoming field calls. The key to a smooth transition for drivers was a simple mobile app user interface that minimized training time and increased productivity.

Maven’s dynamic, scalable technology was designed to evolve and support operational growth at PITT OHIO and other organizations across the trucking industry and supply chain.



Maven’s AI-Enabled Operations Platform

“I think it’s taken us out of the stone ages.”

— Nick, Dispatcher, PITT OHIO

“Maven’s modernized LTL platform is providing PITT OHIO’s employees with instant access to crucial information, enabling quicker and better decision-making. Drivers and dispatchers are thrilled with Maven’s easy-to-use and dependable solutions, and deployment and adoption have been quick.”

— Brad Caven, Vice President of Operations, PITT OHIO

## THE RESULTS

Daily operations were streamlined at PITT OHIO. Real-time, increased visibility was provided by Maven’s platform into fleet activity like driver/vehicle movements and incoming real-time pickups. PITT OHIO and Maven established KPIs of 99.99%+ uptime and instantaneous data transmission to ensure fast, reliable system functionality, which were met at the first rollout checkpoint.

By providing users with an intuitive UI and an interactive “go to the expert” approach, Maven and PITT OHIO prevented and counteracted change resistance, encouraging an enthusiastic buy-in attitude. The team came up with the strategic rollout plan based on factors like the scale of operations at each center and the geographic area. The nine-month deployment was the result of extensive planning between the PITT OHIO and Maven team for product input and system requirements. Frequent platform testing, trials, and training for the users, particularly the drivers, helped ensure the high adoption rate. The success of the first center’s deployment allowed PITT OHIO to commit to the on-time deployment schedule, and with a fast, aggressive rollout, PITT OHIO was able to leverage the platform’s benefits immediately.

The ROI obtained from the start of the rollout in 2023 to Q1 of 2024 was approximately \$11,000,000 in cost savings in PITT OHIO driver time due to each driver saving approximately 20 minutes per day, plus an additional \$349,000 in cost savings from other productivity and operational gains provided by the Maven platform.

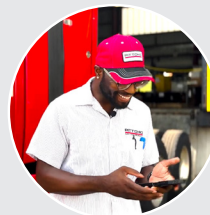
### The following improvements from implementing the Maven solution at PITT OHIO include:

1. **Mobility:** Cellular devices can be taken out of the vehicle. Previously, the driver had to be in their cab to complete information at stops. Drivers save time when they can more quickly complete their workflow in a mobile app outside the vehicle.
2. Automatically signs the driver in and out of the vehicle, making the linehaul process more efficient when key information is already captured in the system. This saves time and prevents manual data entry errors.
3. Pickups are delivered in a timelier fashion to the driver upon dispatch. Maven’s application flow during pickup data entry saves the driver time at each stop. The more shipments per pickup, the more time the driver saves, and more revenue is generated.
4. Enhances service by providing drivers with options to outline issues in real time to customer service on why a customer is closed, refusal reasons, redelivery options, and more. The platform enables PITT OHIO to take more proactive steps with customers to ensure 97%+ on-time service.
5. Improved UIs and operations between drivers and dispatchers for better communication of customer needs, weather concerns, and traffic conditions with features like integrated instant messaging.

“PITT OHIO chose to strategically invest in Maven as a technology partner to address a broader set of technical and operational needs and achieve long-term profitability and sustainability goals. The 10X ROI in year one from numerous productivity gains, improved customer service, and \$11.3M+ in cost savings has made us look forward to more results down the line as we continue to leverage the Maven platform and expand our usage of it.”

— Scott Sullivan, CIO, PITT OHIO

“Just the ease of using being able to use the device is perfect for me. It has so many different areas...we have maps, and we can still speak to our dispatchers through the messaging. The pre-trips and the post-trips, they’re amazing. It literally just gives us all the information we need, and it’s right in the palm of my hand.”



— Marcus,  
Pickup & Delivery  
Driver, PITT OHIO

**Other productivity and operational efficiency gains obtained since the rollout include:**

1. Drivers save 15 minutes per pickup at a major distribution center by leveraging the UI to automatically populate data through and custom data interface, saving approximately \$249,000 per year.
2. Increase business level without adding new resources: PITT OHIO shipment count grew by up to a 1,000 bills per day when a major competitor went out of business. PITT OHIO was able to absorb these shipments into its network without adding additional drivers or back-office staff due to the platform capabilities and improved dispatcher/driver communication. This led to savings of approximately \$100,000.
3. Improved safety and reporting and compliance with the FMCSA. Upon completion of the rollout in December 2023 and to date, PITT OHIO's CSA score has improved, and PITT OHIO expects to see further safety and compliance improvements over time.
4. Faster flow of accurate data and improved infrastructure: Synchronization of operational data in real time was improved due to APIs on the more robust infrastructure. PITT OHIO moved from flat file integrations on the prior system to APIs with Maven.

PITT OHIO expects additional improvements and advantages as they further utilize the technology, and Maven is committed to overcoming current and future supply chain challenges via impactful innovation. PITT OHIO and Maven's teams continue to work together closely to increase productivity and profitability and solve a variety of cross-functional business problems. The strategies, practical examples, insights, and results shared in this case study can be studied to benefit other trucking and logistics companies across the industry.



**WATCH:** [User Testimonials from PITT OHIO Drivers & Employees](#)

“Customers are definitely more satisfied with the windows we’re giving them, and it’s more immediate from us.”

— Ron, Terminal Manager, PITT OHIO

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“It’s really helped out with communicating with the shop. You can take pictures while describing the issue with the truck you’re having in case it’s not necessarily present when they’re looking at the vehicle to make the repair times quicker and shorter. And then scanning in the BOL is very nice since it’s a direct shot of what’s going on with our paperwork instead of being back at the terminal.”

— Brandon, Pickup & Delivery Driver, PITT OHIO

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