



Sure Track Courier drives down costs and accelerates business with mobile solutions from Bell.



Serving Southern Ontario since 1979, Sure Track Courier is a one-stop logistics company that offers courier, trucking, freight and warehousing services. They employ over 200 drivers that deliver packages across Canada as well as to the U.S.

The need.

With shipments throughout Canada and the U.S., keeping track of a widely dispersed fleet was difficult. The company was unable to pinpoint the precise location of its vehicles, resulting in wasted fuel burned away while trucks idled for hours waiting for their next delivery to be dispatched.

Sure Track addressed their challenges by installing modems in their trucks and trailers to monitor the location of their drivers. Unfortunately, the fleet tracking solution they implemented relied on outdated technology that offered limited reporting on idling, speed and location. "The system was far from ideal," said Victor Pereira, Sales and Operations Manager at Sure Track Courier.

Due to the inflexibility of their fleet tracking solution, the company settled for a basic dispatching system using pagers and obsolete Push-to-talk (PTT) technology to connect dispatchers with drivers.

The solution.

Sure Track Courier switched to Bell for a customized suite of mobile solutions tailored to the needs of their business.

Bell provided new modems and real-time vehicle tracking software. With the Fleet Freedom solution from Bell, Sure Track Courier was able to integrate a mobile dispatch solution, which allowed them to assign new deliveries through their mobile devices, and eliminated the need to carry pagers. These devices were also convenient for looking up directions with GPS and documenting accidents and damaged freight with the built-in camera.

With their new Android devices, Sure Track Courier also activated next-generation Push-to-talk service.

Why choose Bell?

Canada's largest LTE network.¹

We cover over 31 million Canadians from coast to coast, keeping your business connected wherever work takes you.

Ranked #1: Canada's fastest mobile network.*

With the Bell network, you can upload and download with blazing-fast speeds – helping your team keep pace with the speed of business. And we keep getting faster. We are rolling out the next generation of mobile technology, LTE Advanced, in communities across Canada. Visit bell.ca/network for details.

Innovative solutions.

Maximize productivity with best-in-class solutions from Bell. Communicate instantly with your team using Push-to-talk (PTT), discover solutions to minimize paperwork, track your fleet and more.

Advice you can trust.

Our team is focused on working with you to tailor a suite of solutions that meet the unique needs of your business. Our experts will recommend ways to make the most of your mobile investment.

* As ranked by PCMag.

The result.

With mobile solutions from Bell, Sure Track Courier has better control over spending and improved communication with their fleet.

The Bell modems with vehicle tracking software give management visibility of how drivers are using their trucks. "Guys sat in loading docks for hours, burning fuel. Now we are able to see right on our screens whether the driver is idling or not," said Pereira. "We've saved 6-10% per month on fuel costs alone." By reducing engine idling, there is also less wear and tear on their trucks, minimizing maintenance costs and allowing trucks to stay on the road longer.

The management team also receives email alerts through their fleet tracking software when drivers merge on to toll roads, and are able to redirect them to cut down on costs. "We are able to significantly reduce toll charges by about \$2,000 to \$3,000 per month," said Pereira. "Reporting through Bell's Fleet Freedom interface is simple to use. There are so many different types of reports that guide you every step of the way – whether it's getting a driver's exact location, delivery times or temperature inside the trailers."

PTT enabled smartphones streamline the courier company's dispatch needs. "Instant communication is key for our industry. Texting or emailing would take too long. PTT allows us to react right away and having everybody a click away is phenomenal," said Pereira, "Our guys will often use group calling if there is a speed trap or accident to make others aware."

Sure Track Courier also controls data used on smartphones by their drivers with the AirWatch mobile device management solution from Bell. "It has given me the control that I was looking for," said Pereira. With real-time visibility of their drivers' data usage, management was able to keep mobile costs down.

Bell provides a complete mobile solution that helps Sure Track Courier achieve more efficient processes and cost savings. "A lot of our decisions were made solely based on the knowledge and judgment of our Bell Business Experts. Considering the number of devices we needed plus the scale of the transition, Bell really came through for us," said Pereira.

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Victor Pereira, Sales & Operations Manager at Sure Track Courier

Powerful Push-to-talk.

Bell has led the way in next generation Push-to-talk technology as the first Canadian carrier to bring PTT service on the 4G network to Canada and the U.S. Bell customers now enjoy blazing-fast LTE data speeds on their PTT devices.



Does your business encounter similar challenges? For more information about mobile solutions from Bell, visit a Bell store or call 1 855 272-0776.

