

Kenan Advantage Group, Inc. / Implementation of MileMaker® and IntelliRoute® software

Business

Kenan Advantage Group, Inc. is a North Canton, Ohio carrier that operates 3,400 trucks throughout the 48 continental United States, focusing on bulk petroleum and chemical transportation. The group includes Advantage Tank Lines, North Canton Transfer, KAG West, Bulk Express, Kenan Transport, Klemm Tank Lines, Petro Chemical Transport, Transport Service Co., DistTech, Inc. and Cryogenic Transportation, Inc.

Opportunity

The Kenan Advantage Group needed a reliable and consistent way to evaluate and price freight lanes.

The company purchased and implemented MileMaker® software in 1996, and added on IntelliRoute® software in 2002.

Result

MileMaker® software was installed primarily for use in calculating routes for trucks carrying hazardous materials and for those transporting household goods. In both cases, MileMaker® was used to profitably price lanes based on mileages particular to those forms of routing.

IntelliRoute® software was installed to provide the ability to see lanes depicted on maps, making it easy to see where adjustments need to be made.



"The Rand McNally MileMaker® and IntelliRoute® products are easy to use, and provide a variety of route types – Quickest, Practical, HHG, and HazMat. We can determine routing based on the type of goods we haul, and use the mileage result in pricing to ensure every lane is profitable."

Dave Michalsky,
Vice President, Pricing;
The Kenan Advantage Group, Inc.