

# Freight Exchange/ Implementation of TND™ 760 Solution

**Business**

Freight Exchange of North America, LLC (F/X), headquartered in Chicago, is an asset based, North American full truck load carrier operating nearly 300 power units from its terminals in Southern California, Chicago, El Paso, Dallas, and the Rio Grande Valley in Texas. Operating in the 48 contiguous states, F/X also supports NAFTA trade in Mexico and Canada.

**Opportunity**

To better manage its complex operation, F/X needed a mobile communication solution that would easily integrate with TMWSuite®, which the company uses to help manage its business. It also was important to find a solution that would be readily accepted by drivers – all at a competitive price.

**Result**

The company purchased the TND™ 760 devices for its trucks, starting in 2012. Worried about drivers' historical resistance to in-cab technology, F/X first implemented the TND™ 760 fleet management solution with a small pilot group of drivers. The company was taken aback by the overwhelming acceptance from drivers – those outside the initial pilot group even began to ask for the solution in their trucks. Implementation was quick and easy, and drivers began to see an immediate impact on the efficiency of their day-to-day tasks.

Fleetwide implementation of the TND™ 760 allowed F/X to confidently integrate the benefits of mobile communication, award-winning navigation and fleet management – all with seamless integration to TMWSuite®. It also generated significant ROI on hard costs plus savings across the value chain--including cost of implementation, cost per unit and cost of services--all while providing drivers with a tool they trust and enjoy using.

# F/X

FREIGHT EXCHANGE



*“With the TND™ 760, the ROI on hard costs is undeniable. But even more valuable is the fact that we’ve given our drivers in-cab units that defy all preconceived notions; we’ve changed the paradigm. We’re giving drivers a unit that they view as a very helpful tool. Instead of fighting complaints, we are hearing ‘thank you.’ We’ve managed to simultaneously implement in-cab technology fleet-wide and improve our relationship with our drivers.”*

Andrew Cece,  
Senior V.P. & Chief Capacity  
Development Officer,  
Freight Exchange of North America