

Success Study: DW Distribution

Driven to Build, Driven to Distribution Excellence

DW Distribution Inc, established in 1955, is a family owned and operated two-step wholesale distributor of Building Materials and Millwork Products serving Texas, Oklahoma, Arkansas, Louisiana, and New Mexico markets. Their Millwork Distribution Center is located in DeSoto, Texas. From this 425,000 square foot campus they stock an industry leading array of millwork products and manufacturer door units.

As a member of American Wholesale Distribution Alliance, a co-operative of building materials distributors serving the US and Canada, DW Distribution is committed to benchmarking & sharing of best practices.

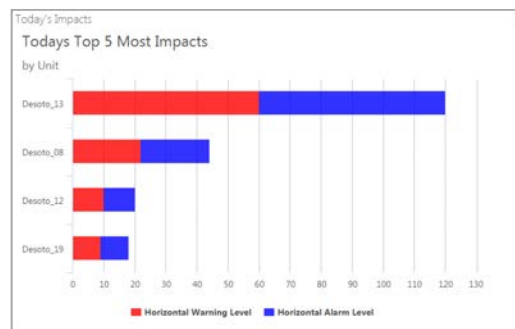


The Driving Challenge

With 4 combination lifts, 4 side loaders and 27 fork lifts operating on two shifts 5 days per week, maintenance and equipment repair costs were higher than industry expectations, higher than the other DW locations and higher than historical costs. The escalation in costs compared to operating history went hand in hand with an increase in employee turnover. The employee turnover is a byproduct of a major expansion of distribution and warehousing in the area which is leading to more opportunities for employment. The aging fleet of equipment combined with new operators was showing that up to 50% of the repair costs could be reduced through using tools to hold lift operators accountable for their actions and through tracking how and when the equipment was being used. Costs were doubling and tripling compared to prior years.

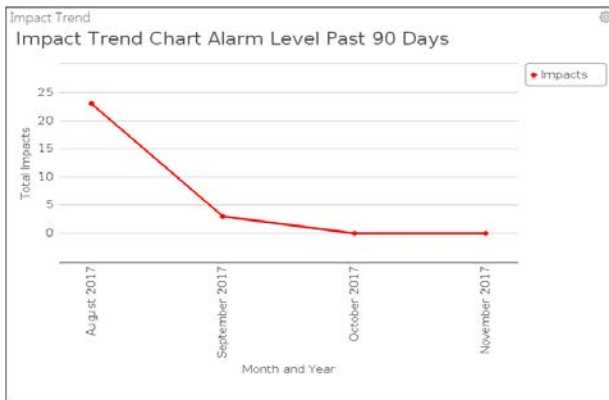
Finding a Solution

The fiscal year before the selection of a fork lift management system, a maintenance tracking system had been deployed at DW. The data from a maintenance system had to be reviewed and analyzed after repairs are completed. The maintenance system was not a real time system. This was discontinued with the implementation of the TotalTrax SX200 cloud based solution. TotalTrax provides nearly real time data and tools for operator performance.



Working with TotalTrax

Steve Schriener, Vice President of Operations for DW Distribution, contacted TotalTrax based on positive experience at his prior company to address safety, damage and maintenance concerns with lift operations. TotalTrax provided payback analysis as well as a good review of the tools available with the TotalTrax SX200 system. TotalTrax worked with DW Distribution to select the components of the system appropriate for addressing the problems. One third of the DW lift fleet had the TotalTrax VX200 system installed to log operator certifications, implement the TotalTrax electronic vehicle check list, track impacts and record on-time, run time and running under load time. TotalTrax tested the existing DW Distribution security badge access cards for compatibility with the system. The equipment was purchased and then installed by the DW fork lift technicians. TotalTrax worked with DW IT to validate the system's ability to work through the DW fire walls. TotalTrax then provided an implementation technician who came to perform the initial set up of equipment. DW certified and trained employees. TotalTrax provided web access conference meetings to answer questions and set up the dashboards and reporting.



The Drive to Success

600 impacts were recorded in the first month of use. 450 impacts were recorded in the second month and 250 in the third month of use. The severity of the impacts has decreased 25% in three months as well. Operator driving behaviors have changed. Year-over-year, product damage is down 20% and fork lift operator improvements is a key component of reducing damage. Fork lift maintenance and repair costs are down 11% and building damage is down 5%. The system is meeting the goals intended at DW distribution. Operator behaviors have changed and costs are coming back in line with expectations.

Driving Forward

Based on the results already achieved, DW has accelerated what had been a three year deployment plan into a single year. DW will also be adding the advanced reporting software features of CommandPulseDX and CommandPulseRX as well as adding TotalTrax to each new piece of equipment purchased.

With those plans firmly in place, Steve is now employing SX200 utilization and productivity capabilities, along with load detection, to identify opportunities for optimizing forklift and operator resources in cycles of continuous improvement in DW's operations.

Solution Components

- SX200 Cloud Services
- VX200-PR
- CommandPulseDX
- CommandPulseRX
- Load Detection

Link to video of DW Success Study

<http://www.totaltraxinc.com/videos/>

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Unit	Login Duration	Travel Hours	Travel With Load
	Sum: 38.1	Sum: 20.4	Sum: 6.1
Desoto_01	Sum: 0	Sum: 0	Sum: 0
Desoto_02	Sum: 9.1	Sum: 3.8	Sum: 2.4
Desoto_08	Sum: 5.1	Sum: 3.5	Sum: 0
Desoto_12	Sum: 6.7	Sum: 2	Sum: 1.5
Desoto_13	Sum: 7	Sum: 4.2	Sum: 1.3
Desoto_14	Sum: 1.6	Sum: 1	Sum: 0.6
Desoto_17	Sum: 4.5	Sum: 2.9	Sum: 0
Desoto_19	Sum: 0.7	Sum: 0.6	Sum: 0.2
Desoto_22	Sum: 2.3	Sum: 1.9	Sum: 0
Desoto_82	Sum: 1.1	Sum: 0.6	Sum: 0.1

To learn more visit www.totaltraxinc.com

Or call **302.514.0600**.

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