Trucking/Logistics carrier uses Cleo to simplify EDI, reduce data entry by 65%

Halvor Lines

Company: Halvor Lines Inc.
Founded: 1968
Industry:
Trucking and logistics
Headquarters:
Superior, Wisconsin
Business need:
Simplify EDI implementations

Business Need

Founded in 1968, Halvor Lines Inc. is a trucking company specializing in dry van, temperature control, deck van, and flatbed freight solutions. The company hauls freight of all kinds, but especially paper products, construction materials, and food stuffs across the continental United States and Canada. Halvor's main terminal is in Superior, Wisconsin, with two satellite terminals around the Midwest. Across all locations, the company runs more than 1,100 trailers and over 450 power units. Halvor Lines, which also owns sister company Halvor Logistics Services, is proud of its driver-centric culture and reputation, and has been a Truckload Carriers Association "Best Fleet to Drive For" for six years.

But customer satisfaction is the core of Halvor Lines' business success. The company boasts a 98 percent on-time record, and has been honored as the USG carrier of the year in 2014 and 2016. To continue to deliver the level of service that its customers have come to expect, Halvor Lines required an EDI solution that was easier to implement and maintain.

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IT Challenge

Halvor Lines has EDI partnerships with many of its customers, and often is called upon to move and transform a wide range of protocols and documents. These included processor-intensive 204s, 997s, 214s, 210s, and 990s. However, the transportation organization previously had been relying on the IBM iSeries (AS400) for its critical EDI transactions. Halvor Lines sought a more modern B2B integration solution that was thorough, seamless, and simpler to implement with its customers. Halvor Lines' Chief Information Officer, Bonnie Ramsay, also knew the company could leverage a more robust analytics feature to continue to drive business growth.

The company was introduced by one of its application vendors to a comprehensive B2B integration solution that would vastly improve customer onboarding and keep up with evolving data needs in the fast-moving world of trucking and logistics.

The Solution

Halvor Lines contracts with TMW Systems as its TMS vendor, and TMW introduced Halvor to its longtime integration partner, Cleo. That's when Halvor Lines began to leverage the functionality of the Cleo Integration Cloud™ for EDI and flat-file implementations. The data transformation component of the Cleo Integration Cloud, seamlessly integrates with the TMWSuite front-end application for an easy-to-use, scalable, and cost-effective EDI solution.

"With the EDI trading partnerships we have in place, Cleo has reduced our data entry by about 65 percent," Ramsay said. "The solution's ease of use removed many of the data integration obstacles we were encountering."

Now that its various departments have been trained to use Cleo solutions, Halvor Lines personnel can do all of the mapping themselves, easily transforming EDI, flat files, and any other non-EDI data into any format, reducing errors and data process latency.

> "With the large volume of customers we have across the nation, we need to be able to work quickly and efficiently. The Cleo Integration Cloud reduces our data entry time by over 65 percent, and makes EDI implementations easier than ever."
>
> **– Bonnie Ramsay,**
> Chief Information Officer at Halvor Lines