



Agmark Foods Nashville, Tennessee

The shipping industry is a rough business. No matter what the weather, promises need to be kept. Every shipment is on a critical timetable—especially when your cargo is a food product. And whether the means of transportation is truck, rail or cargo ship...it's never an easy ride.

But rugged reliability is only one reason why Agmark Foods chose Panasonic Toughbooks® for their field personnel. Of course, magnesium alloy cases and shock-mounted hard drives got management's attention. But Agmark needed to think beyond everyday reliability and transport their entire operation into the 21st century of freight management.

"Panasonic is the only manufacturer that makes a great product for IT that can hold up to the harsh environment and brutal vibrations of our industry," says Aaron Brewer, Agmark's VP of Technology. "I was floored by the build quality of the Toughbook 18."

In one bold move, Agmark eliminated paper tracking and cell phone dependency across its entire inter-modal system. Gone were the days of garbled messages, missed opportunities and drivers missing in action.



"Panasonic is the only manufacturer that makes a great product for IT in the cab of the truck."

Now drivers start their day by logging into the company's Information Terminal. Then each one does a full equipment check. If there's anything HQ needs to know, drivers pull out a digital camera, load the image into their Toughbook, and give their equipment manager the full picture.



toughbook 18

Throughout the day Agmark personnel use their Toughbooks and the company's proprietary software to track each delivery, process billing... even capture signatures.

On the customer side, Agmark clients can now see the progress of their shipments every step along the way. Customers are able to track their shipments in real time, 24 hours a day. And thanks to Toughbooks' superior wireless performance, Agmark's connection with its customer base is virtually never lost.

Toughbooks have put Agmark in an enviable position in the very competitive world of inter-modal shipping. And all the company's new-found operational efficiency has directly increased its bottom line. That's because bringing Toughbooks on board didn't increase IT costs one bit.

Would a commercial grade laptop have done the same thing? "We tried," recalls Brewer. "It fell off the corner of somebody's desk and wasn't even worth fixing after that."

challenge

- Improve operational efficiency
- Make drivers accountable for their time
- Enable customers to track progress of shipments 24/7

solution

Wireless equipped Panasonic Toughbook 18s were put on the road with each driver, enabling a real-time flow of information and the elimination of paper tracking and cell phone dependency.

result

Agmark improved its margins, while offering a higher quality of service to its customers.

**For more information about
Panasonic's full line of Toughbook
mobile PCs for transportation:**

call:

1-800-662-3537, option 8

email:

toughbooktransportation@us.panasonic.com

visit:

panasonic.com/toughbook/transportation