



Case Study

DM Bowman

Transportation Firm answers their just-in-time delivery requirement by using Silo Inventory Information System

Customer service has played a primary role for D.M. Bowman since Donald Bowman founded the transportation firm in 1959. Today the Williamsport, MD business has expanded across North America with additional interests in warehousing and real estate. In addition to a large fleet of flatbed and van trailers, there are 50 pneumatic tank trailers and 8 asphalt tankers active around the clock. The bulk division operations contribute approximately \$9 million in annual revenue by hauling material to manufacturers of roofing products, dry wall and paint.

Problem

"Manufacturers are in need of a bulk transportation company that can answer their just-in-time delivery requirements", says Vince Alvey, Regional Sales Manager for D.M. Bowman. "Our services allow us to be an extension of their processes". D.M. Bowman must ensure that talc and lime from New England is hauled to a roofing manufacturer in Maryland on a just-in-time basis.

Application

D.M. Bowman monitors their customer's product supply so that manufacturers can reduce unnecessary inventory.

Dispatchers are based in Frederick, Maryland where all bulk operations are coordinated. Drivers receive their orders via interactive voice response system or Qualcomm and are dispatched based on the customer's just-in-time delivery requirements.

Solution

One of the many clients that D.M. Bowman monitors and supplies is GAF Corporation, Baltimore, MD. GAF Corporation has limestone silos that are instrumented with a KM ORB Information System.

KM employs bolt-on strain gauge technology to weigh the silos and provide inventory information to D.M. Bowman. The strain gauges are mounted on the inside and outside of the silo skirt to measure the deflection of the skirt when under load. The sensors provide a mV output that is converted into weight data via a controller that is typically installed in a safe area. Installation of the bolt-on strain gauges does not disturb production and takes less than one day per silo for

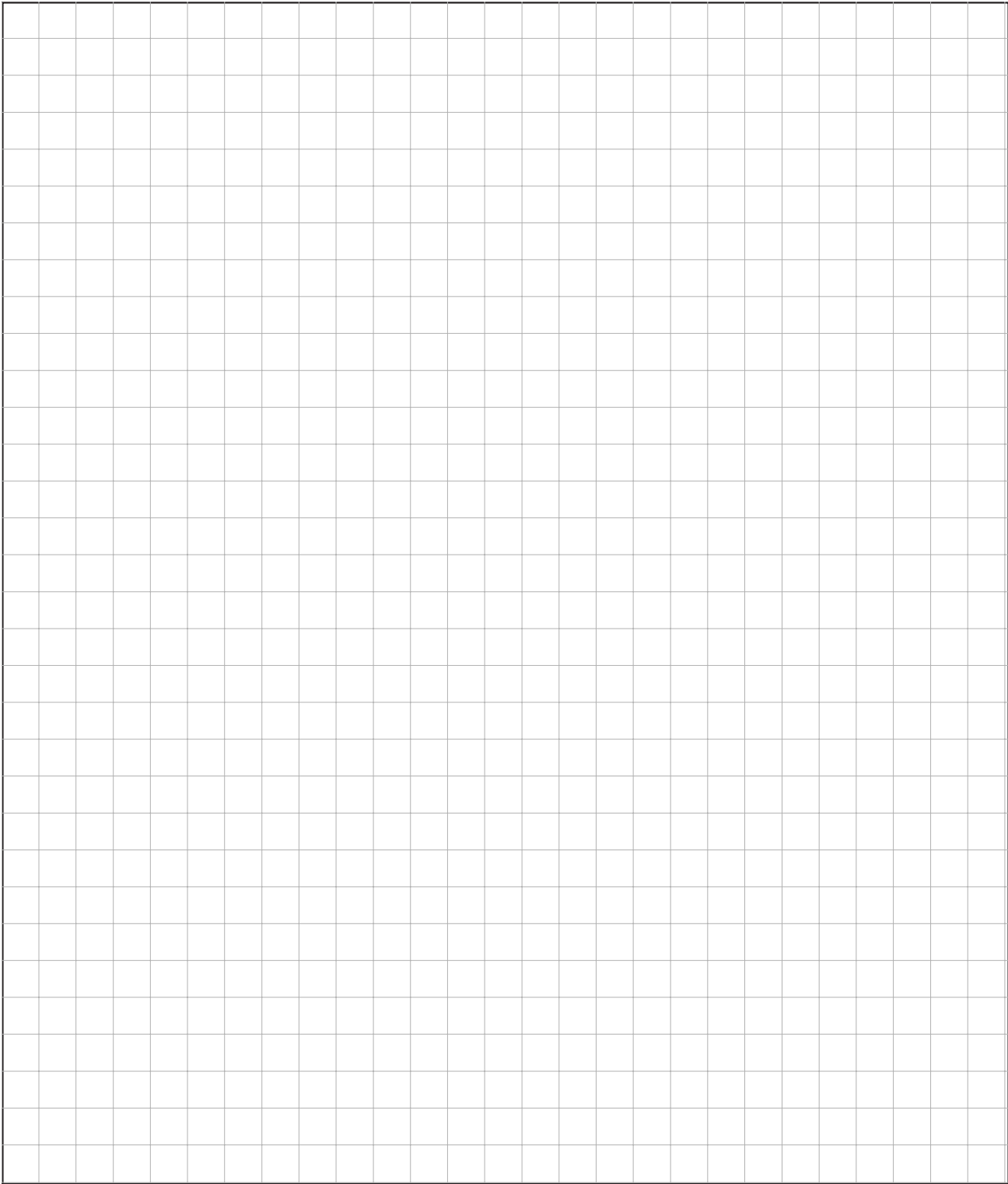
complete installation and calibration. Using the ORB Information System, the weight information from these silos is available to D.M. Bowman personnel who have the appropriate user login and passwords. ORB technology allows for data from each site to be downloaded into an Excel spreadsheet or SAP system. In addition, trends and graphs can be generated for each site. The ORB Information System logs the silo weight data 24 hours a day, seven days a week and the server is updated approximately every 30 minutes. High and low level alarms, as well as rate of change alarms, are programmed in, to alert the appropriate D.M. Bowman personnel to take the correct action.

Bob Cianelli, Chief Information Officer, likes the "user-friendly" simplicity of the KM equipment. "You do not need to be a programmer to calibrate the KM equipment. Also, I know I can count on KM's Customer Service Department, Tech Central. Not many vendors provide me with their home phone numbers like KM does".

Dave Wine, VP of Sales and Marketing, views the KM Information System as a competitive advantage that allows D.M. Bowman to leverage technology to offer superior customer service. Some tractors in their bulk division are also equipped with Qualcomm satellite and communication tracking systems.

Other options available from KM's Tech Central provide remote calibration from the KM Information System servers and Lifeline Maintenance services which monitor the health and welfare of the systems via on-line access. KM's Lifeline Maintenance service identifies potential problems and remotely repairs parameters before the system can fail. If necessary, KM Tech Central personnel can be reached any time, any day of the week.

Contact KM at 1-800-426-9010 or visit online at www.kistlermorse.com to learn more about how KM's ORB Technology can ensure your customer's receive the same World Class service as provided to D.M. Bowman Company.



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KM is represented in your area by:



WORLD HEADQUARTERS

150 Venture Blvd.
Spartanburg, SC 29306USA

1.800.426.9010

tel: 864.574.2763

fax: 864.574.8063

kistlermorse.com