

 WHITE PAPER

# Top 10 Challenges for Truck Carriers and Logistics Operations in 2023

How to improve visibility into your supply chain, optimize your driver's routes, meet compliance mandates, and do more work with fewer workers



# The state of transportation and logistics

If the last two years have made one thing abundantly clear, it's that truck carriers and logistics operations are carrying the weight of the freight industry. Trucking moves 72.2% of the nation's freight by weight, and accounts for 80.8% of the nation's freight bill. But this doesn't mean instant success for your company. As gas prices rise, supply chains remain volatile, and worker pools shrink, having visibility into your truck carrier or logistics operation is critical to staying competitive.

Unlocking that visibility, optimizing your transportation carriers' time on the road, and providing accurate real-time proof of delivery are core challenges for delivery operators. Fortunately, rapid-deploy mobile ticketing paired with mobile printing is an affordable and scalable proven solution.

For in-the-moment visibility, rely on the right technology. Rapid-deploy solutions improve your insights by providing real-time data like asset location, truck utilization, and hauled volume, and they're designed to help reduce costs, increase operational efficiency, and improve safety and compliance.

# Are These Challenges Putting the Brakes on Your Transportation and Logistics Operations?

Trucking and Logistic operations will always face bumps in the road. But meeting current challenges while looking ahead at future trends is critical for reducing roadblocks along the way. Here are some of the ways advanced technology solutions with mobile printers can overcome challenges while paving the road to success:

## Challenge #1

### The Need for Transportation Operations Visibility

Regardless of what you deliver, visibility into operations is a must. From pick-up to customer drop-off, real-time insight into transport operations allows you to accurately track inventory, quickly complete customer transactions, and improve your driver productivity.

By using mobile printers that integrate seamlessly with your transportation and logistics software, you can give your operators insight into things like lease and destination data, billed miles, demurrage fees, or field asset geolocation. By breaking down visibility barriers, you can help your operation thrive.

## Challenge #2

### The Need for Transparency and Proof of Accurate Delivery

Another key challenge for transportation operations is timely revenue collection. This requires operational data transparency that enables easy reconciliation of carrier invoices. Operational data transparency also supports proof of delivery, with an audit trail for chain of custody. Transportation solutions paired with mobile printers [safeguard accurate information related to all aspects of delivery](#), and they're a proven way to help reduce exposure to litigation or fines.

## Challenge #3

### Route Optimization Across Your Fleet

No matter how skilled your drivers may be, they cannot account for changes in routes and road conditions the way that smart mobile solutions can— no matter the size of your fleet. Your drivers can minimize waiting lines at pick-up and drop-off locations and truck stops and reduce administrative tasks by producing the documents they need wirelessly on the go. Choose route optimization software with mobile printers that can integrate seamlessly with leading software and deploy quickly.



## Challenge #4

### Keep up with Compliance Updates

Satisfying compliance regulations, can be difficult. And mandates such as the FMCSA rules require commercial carriers and their drivers to use an [electronic logging device \(ELD\)](#) to track a driver's Hours of Service (HOS) and Record of Duty Status (RDS).

With onboard mobile technology and mobile printers in place, presenting this e-log information upon request to a law enforcement officer or regulatory official is a breeze. Your driver can simply use a laptop, tablet, or smartphone and an in-cab wireless printer to create and print a certified HOS or RDS report. And, that same in-cab printer can generate any other documents needed during their run – including permits, bills of lading, manifest documents, incident reports, regulatory forms, delivery receipts, and labels.

## Challenge #5

### Connected Trucks

Having a direct line of communication with drivers on the road is a mission critical challenge for dispatchers and operations alike. Networked wireless systems provide drivers with a convenient in-cab office, complete with real-time interactive communications and speedy, on-demand printing. This is especially important in remote regions, where the terrain can be rough with worksites few and far between. Choose printers with dual Wi-Fi® and *Bluetooth*® connectivity to help overcome the “last mile” connectivity challenges of a mobile workforce.

## Challenge #6

### Supply Chain Holdups

Mounting inflationary pressures, geopolitical conflicts, and global supply chain disruptions are ramping up uncertainty and creating more challenges at every step of the trucking and logistics process. And as demand is only projected to increase in 2023<sup>2</sup>, you need to be able to move more product, faster. While you can't control these forces or predict their impact with 100% certainty, what you can do is [boost your supply chain visibility](#) by equipping your drivers with tech that keeps them ahead of the curve.

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<sup>2</sup> <https://brothermobilesolutions.com/insights/article/mobile-technologies-attract-drivers/>





## Challenge #7

### Driver Shortages

The shortage of qualified drivers and recruits has been a concern for trucking companies in recent years, and the problem continues as more drivers age out or retire. And the incoming workforce prioritizes job satisfaction and innovative technology more than ever before. One approach your trucking firm can take to [attract a younger workforce](#) is to equip fleets with networked communications systems, electronic devices, and in-cab mobile printing for fast, easy, on-the-fly printing of receipts, reports, and other documents virtually anytime and anywhere.

## Challenge #8

### Mobile Device Integration

The fact that some drivers prefer Android™ phones and others iPhone® can pose challenges. To overcome this issue, make sure your mobile printers work with both platforms. In addition, be sure to select mobile printers that include built-in Apple® AirPrint® connectivity with seamless Apple MFi and Android integration. Because your printers will be 100% compatible with iPod touch®, iPhone, iPad®, and Android devices, your drivers can print instantly from their device, without downloading and installing specific drivers.

## Challenge #9

### Service & Support to Keep Operations Rolling

The productivity and efficiency of your truck drivers can be compromised when their technology needs a refresh or repair. Since drivers appreciate the freedom and flexibility of having high-speed, high-quality printing capabilities at their side, it's crucial to select mobile printers with rugged features and functionality built for the rigors of the road and backed by [blue chip warranties, services, and support](#).

## Challenge #10

### Acquisition Costs

Implementing the best technology to support your transport operations can be challenging, especially when budgets are tight. That's why competitive transportation and logistics companies leverage the Hardware-as-a-Service (HaaS) model to solve common procurement roadblocks. With HaaS, you [get the technology and supplies you need for a low monthly payment](#), which means upfront acquisition costs are shifted to affordable operational expenses (OpEx). That makes the latest technologies—and business efficiencies—far more attainable.

# Mobile Printing for Transportation & Logistics

The need for on-the-road mobile printing has never been greater in the delivery of bulk commodities or any type of transportation operation. In-cab printing helps save time and money and dramatically improves your over-the-road operations.

With transport solutions available for any size organization, your operators can quickly and reliably print full-page documents with high-resolution pictures, text, and graphics, or print small-format labels and receipts up to four inches wide from popular OBCs, PCs, handhelds, and mobile devices.

Types of documents can be customized for all types of trucking operations including:

- ✓ Driver logs
- ✓ Bills of lading
- ✓ eTicketing
- ✓ Hours of Service (HOS)
- ✓ Delivery documents
- ✓ Manifests
- ✓ Permits
- ✓ Invoices
- ✓ Shipping labels
- ✓ Sorting labels

## RuggedJet and PocketJet mobile label and receipt printers

It's easy to equip your truck drivers and mobile workforce with mobile label and receipt printers designed to quickly and reliably print eTicketing invoices, labels, receipts, tags, and more. These devices are wireless, tested-tough solutions that are easy to use and maintain on the road or in the warehouse. Brother products are backed by a legacy of reliability and some of the best warranties in the industry.



### Extreme Durability

Designed and engineered for the rigors of transportation field work and backed by the Brother Assure Service Warranty program, Brother mobile printing solutions are tough, rugged, and reliable. Bumps, drops, and extreme temperatures won't affect the performance and reliability of these trusted devices.



### Reduction in Errors and Delays

Using mobile printers from Brother, your drivers can generate accurate documents and labels on the go from mobile devices and handhelds – helping to reduce transcription errors, meet DOT requirements, and avoid unnecessary delays.



### Enhanced Efficiency

Brother wireless mobile printers deliver fast, reliable printing through advanced features like Wi-Fi®, Bluetooth®, AirPrint®, and MFi functionality, as well as compatibility with major operating systems. And because they are easy to connect to and simple to use, your drivers can quickly print the documents they need and get back on the road.



### Lower Maintenance Costs

Brother mobile printers and labelers ditch messy inks and toners, giving your drivers less supplies to manage on the road. And because thermal printing technology involves fewer moving parts, these devices deliver necessary dependability in the field.



“ The printers sync up immediately, giving our drivers great flexibility on the road to seamlessly print load tickets, unload tickets, and invoices. They can even print if the mobile app is offline.

**Kevin Fung**

Director of Business Systems at FuelCo



### RuggedJet 4 key features

- ✓ Prints receipts and labels from 2” to 4” wide from convenient drop-in rolls
- ✓ Enhanced print speeds of up to 5ips
- ✓ Up to 203dpi resolution
- ✓ Apple® MFi and AirPrint®, Bluetooth 4.2 and Wi-Fi (802.11 a/b/g/n)
- ✓ Android NFC Bluetooth easy connect



### PocketJet 8 key features

- ✓ Up to 8.5” printing on cut-sheet, continuous roll, or fanfold thermal printer paper
- ✓ Up to 8ppm print speed
- ✓ High-resolution 300dpi thermal print technology
- ✓ Windows Mobile, Android™, iOS®, Apple® AirPrint®, support, Google Cloud Print™, and Mopria® support
- ✓ Storage for downloaded templates

## Try a mobile printer for free

Put a Brother mobile printer to the test in your business to experience the efficiencies and value it can deliver.

[Try one for free](#)

## Have questions?

Talk to one of our printing experts today.

[Contact us](#)