

BEYOND WIRELESS

Trends Interesting Deployments Business Impact



How the E.W. Wylie Corporation launched a wireless central dispatch service to route customer orders and received industry accolades for delivery performance and customer satisfaction.

The Problem: *E. W. Wylie Corporation, a nationwide flatbed carrier, experienced unreliable wireless service that resulted in dispatch delays and late client deliveries.*

The Solution: *Motorola's Canopy™ point-to-point wireless broadband platform was deployed by Multiband, Inc., a wholly owned subsidiary of Vicom, Inc. [NASDAQ: VICM] for the trucking company. Now, E.W. Wylie can receive and dispatch client orders nationwide over the Internet to its 120 truck fleet. www.wylietrucking.com; www.multibandusa.com; www.motorola.canopywireless.com*

The Result: *E. W. Wylie has improved nationwide customer delivery service through the use of Canopy's reliable, cost effective wireless service.*

Background

Reliable wireless communications are mission critical for the E.W. Wylie Corporation, headquartered in Fargo, N.D.. The nationwide flatbed carrier had installed a wireless system to receive and dispatch customer orders to its fleet of 120 trucks. However, the firm experienced constant interference, limited availability and poor customer service. With customer complaints on the rise, E.W. Wylie hired Multiband Business Services (formerly Corporate Technologies) to find a better solution. Multiband had recently installed Motorola's Canopy solution for Otter Tail Corporation, Wylie's parent company. The successful Canopy installation for Otter Tail had not only been cost effective – reducing telecommunication charges 18% - but also had delivered the maximum upside capacity of this Motorola system. Since Multiband's installation of Canopy, E.W. Wylie has enjoyed 100% service uptime and full broadband service. With reliable, cost effective wireless services, the firm's driver dispatches are received quickly and deliveries made efficiently resulting in satisfied customers. In 2003, E. W. Wylie received the American Trucking Association's performance ranking as the ninth best-run truckload carrier in the "Under \$50 Million Revenue Division."

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Beyond Wireless is a regular media alert that is intended to illustrate a unique deployment of Motorola's Canopy wireless broadband technology. Our goal is to assist you as you develop current and future story ideas depicting the evolution of wireless broadband technology that connects people to people and people to devices.



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