

## PENNER INTERNATIONAL CASE STUDY

### THE CHALLENGE

Penner International Inc. is a full truckload carrier based in Steinbach, Manitoba, Canada. With operations across Canada and the United States, weather presents a constant challenge to safety and efficiency. Penner International's slogan is "Our Promises Get Delivered". With this commitment to its customers, Penner International needs to minimize the impact of adverse weather conditions on its operations.

### THE TECHNOLOGY

Weatherlogics Inc. has developed a road weather prediction model using the latest advances in artificial intelligence. Recognizing the weather-related challenges faced by the transportation industry, Weatherlogics integrated its road weather predictions into a web-based application. This app provides both current and forecast road weather predictions across Canada and the United States, up to 48 hours into the future.

### THE SOLUTION

Penner International began using the Road Weatherlogics platform during the winter of 2017-18. Some of the critical uses of this application include: determining if weather conditions will be good enough for LCVs meet weather regulations, providing drivers with weather-optimized routes, and sending out early alerts of adverse weather to improve driver safety.

#### WEATHER IS COSTLY

A 2012 study by the United States Department of Transportation estimated that **weather costs the transportation industry over \$8.6 billion annually**. While you can't change the weather, you can plan for it.

#### REDUCE DELAYS

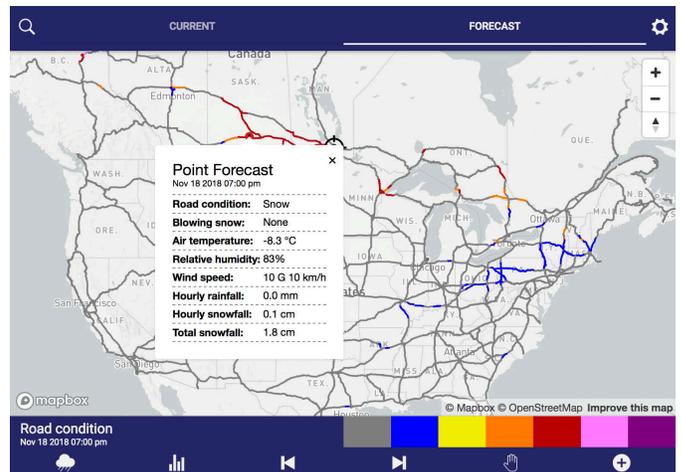
By knowing road weather conditions in advance, weather-optimized routes can be selected, reducing delays.

#### REGULATIONS

Many jurisdictions do not allow long-combination vehicles (LCVs) to operate under high wind speeds and poor weather conditions. Using advanced weather information, loads can be planned to conform with these regulations.

#### SAFETY

Driver safety is of utmost importance. Using Road Weatherlogics, dispatchers can provide drivers advance warning of advance weather. Drivers can also access weather data using the Road Weatherlogics mobile app.



The Road Weatherlogics platform is available for both desktop and mobile, putting it in the hands of drivers and dispatchers.