



CASE
STUDY

CAMPBELL
TRANSPORTATION
COMPANY, INC.
Houston, PA

BargeOps Integrates and Streamlines Cambell's Services

SITUATION

Campbell Transportation Company, Inc. (CTC) is a fully integrated marine service company with headquarters in Houston, Pennsylvania. CTC operates along the Ohio, Kanawha, Mon, and Allegheny Rivers with complete fleet, towing, and barge line services. CTC began using the BargeOps Fleet module in 2007 and the company has since added the Onboard, Towing and Freight modules.

Initially, C&C Marine used BargeOps to manage their fleet services. CTC's acquisition of C&C Marine and subsequent integration led CTC to step back and assess the need to integrate management of all of their operations. Campbell wanted a single system to integrate information for all facets of their business.

SOLUTION

CTC determined the best approach to integrate their fleet, towing and barge line services was to expand the capability of BargeOps, which at that time was only utilized in managing fleet operations. CTC worked with BargeOps to meet these additional needs. BargeOps provides visibility into multiple operations inside one cohesive and convenient interface for their business users.

RESULTS

BargeOps quickly helped CTC capture an additional 15%–20% of missed revenue. Today, with BargeOps, the improved accuracy continues to prevent billable activities from falling through the cracks. All activities and transactions are tracked for each line of business. This detailed capture of data related to all current activities continues to translate into streamlined and accurate billing processes. This, in turn, grows revenue for CTC.

In addition, BargeOps helped CTC manage a growing business without the addition of people and expensive resources. BargeOps has proved to be a much more effective way to capture boat information. Reports detail every activity of the boat. This detailed data now allows CTC to analyze and optimize individual boat performance. BargeOps data enables accurate allocation of costs to customer contracts so that they have a clearer picture of the profitability of each business and each customer contract. BargeOps continues to deliver operational efficiency and bottom line results for CTC.

Visit www.BargeOps.com to learn more or to schedule a demo.

