

## Case Study

# ISAAC Instruments Accelerates Speed to Market with Tranztec

*Partnership Gives Fleets Fast ROI by Simplifying Office-Driver Workflows*



### The Challenge

ISAAC Instruments looked very different 10 years ago. The Quebec, Montreal-based company was using vehicle telematics data to deliver post-process driver reports to fleets. Today, ISAAC offers an electronic logging device (ELD) and a rugged in-cab mobile tablet, along with truck tracking, integrated driver communications and workflows, real-time fuel coaching, safety, and compliance reporting.

ISAAC became stalled after expanding its technology stack, however. The company needed a more efficient way of connecting its technology with customers' back-end systems to grow across Canada and into the United States.



### The Solution

ISAAC partnered with Tranztec to have plug-and-play integrations with all major TMS providers. The integrations that flow through the cloud-based Tranztec Connect platform ensure new ISAAC fleet customers have a fast and seamless onboarding experience. The pre-built system integrations also free resources at ISAAC to focus on tailoring solutions to meet customer needs.



ISAAC simplifies trucking for North American fleets. The technology provider helps overcome carriers' daily challenges through proven, reliable, turnkey fleet management technology that streamlines operations and enhances safety. The all-in-one, easy-to-use solution uses an open platform and data-driven technology to monitor truck and driving performance. ISAAC helps drivers and back-office teams work together seamlessly.

[isaacinstruments.com](http://isaacinstruments.com)



## The Results

Tranztec Connect's integrations with TMS and other back-office platforms helped ISAAC transform from a niche, regional telematics provider into a major fleet management technology provider in North America. Three pillars supporting ISAAC's fast-tracked success in fleet management technology are:

### 1. Better Driver Experience

ISAAC's technology evolution goes beyond expanded service offerings. Its platform elevates the driver experience by simplifying and streamlining their work. Where competitor platforms left drivers navigating between multiple apps for different duties, ISAAC's partnership with Tranztec allowed drivers to work from a single place — even as multiple apps ran in the background.

Tranztec integrations helped ISAAC develop a comprehensive driver workflow that shares real-time information between systems. The workflows eliminate repetitive driver tasks like reporting trailer numbers or completing logs, which makes life easier for drivers on the road and office staff on the frontlines.

### 2. API Actualization

APIs are only as valuable as a fleet's ability to use them. Tranztec went beyond basic back-office connectivity to examine the full capabilities of ISAAC's platform. Together, the companies invested heavily in connecting every available API to offer carriers maximum functionality.

Besides integrated TMS workflows, ISAAC's in-cab platform shares actionable data with fleet accounting, maintenance, and other systems. Without paying more or waiting longer, ISAAC's customers have full access to new automations and better information to accelerate return on investment.

### 3. Accelerated Sales

Partnering with Tranztec immediately sped ISAAC's product adoption across Canada. Tranztec's expertise and pre-built integrations with existing technologies allowed ISAAC to offer Canadian fleets more accurate pricing and integration timelines. The initial success opened the door to new opportunities from the company onboarding fleets faster. Today, ISAAC ranks as the top fleet management technology provider in Canada and is experiencing rapid growth across the United States.

