

SMART MOBILITY & LIFECYCLE MANAGEMENT

Powering Nationwide Logistics with AlwaysOn

How a major logistics services company partnered with Heartland to modernize 4,000+ enterprise devices, reduce telecom waste, and eliminate mission-critical downtime.

When a major fortune 500 logistics company acquired a private, for-hire trucking company, the opportunity for growth came with significant operational complexity. Thousands of legacy mobile devices, aging operating systems, fragmented carrier management, and limited helpdesk support created mounting technology debt across transportation and warehousing divisions. With application-dense devices supporting navigation, ELD, proof of delivery, and safety systems, reliability became mission-critical.

By leveraging AlwaysOn, Heartland was able to deliver full lifecycle services that helped the client transform its mobility environment from reactive and fragmented to standardized and scalable. By implementing a fresh Android migration and adding SOTI management and a fully-managed spare pool, the partnership eliminated costly downtime, streamlined onboarding of new 3PL sites, and delivered overnight device replacement. By early 2026, more than 4,000 devices across 60+ locations were operating under a proactive mobility strategy designed for long-term resilience.



Challenge

Following the acquisition of a Chicago-based trucking company that operated over 2,000 vehicles, the client faced a large-scale integration effort that extended far beyond systems consolidation. Mobility devices were heavily relied on in daily transportation and warehouse operations. These devices powered navigation, Electronic Logging Devices (ELD), proof of delivery (POD), safety training content, and customer-specific workflows. Any disruption would directly impact drivers, pickers, dispatch teams, and customers.

A primary concern was legacy technology debt. The environment relied heavily on aging Windows CE and Windows mobile devices, managed through an outdated MDM platform. These systems limited remote visibility, security posture, and scalability at a time when rapid expansion was required.

Operational costs were also quietly escalating. Devices that entered repair cycles often remained inactive for three to six weeks, yet associated carrier data plans continued to incur charges. With thousands of devices in circulation, these inefficiencies created significant telecom waste and limited cost transparency.

At the same time, scalability pressures were mounting. The client needed to onboard new warehouse locations and drivers quickly while maintaining uninterrupted 3PL service. Each new deployment introduced variables like carrier activation delays, inconsistent configurations, and application conflicts that slowed expansion and increased IT burden. A Priority 1 outage could ground transport fleets or halt warehouse picking operations entirely.

The client didn't just need new hardware, it needed a lifecycle strategy capable of integrating acquisitions, reducing downtime, delivering specialized 24/7 support and supporting nationwide growth without operational disruption.

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Solution & Implementation

To modernize and scale its mobility environment, the logistics client partnered with Heartland to implement a comprehensive AlwaysOn full lifecycle services model designed to reduce complexity and support long-term growth. The engagement began with a full migration from legacy Windows CE and Windows Mobile environments to Android-based rugged devices managed through SOTI MobiControl. This transition delivered enhanced remote visibility, stronger security controls, and centralized device management across both transportation and warehouse operations.

Heartland also developed a standardized “Golden Image” configuration to ensure every device was fully provisioned, tested, and ready for immediate deployment. This eliminated inconsistencies in the field and significantly reduced onboarding time for new drivers and warehouse associates. To combat costly downtime, Heartland established a corporate-owned managed spare pool, enabling overnight shipment of fully configured replacement devices when failures occurred. Carrier lifecycle management further streamlined operations by overseeing activations and deactivations directly, aligning telecom costs with actual device usage.

Following a successful pilot of more than 200 devices across three warehouse sites, the program scaled rapidly nationwide. Heartland also guided key hardware lifecycle transitions including the move from the Zebra TC77 to the Zebra TC27 while implementing a dual-carrier strategy to strengthen connectivity coverage across regions.



Zebra TC27 Mobile Computer

Rugged, enterprise-grade scanning, fast data transmission for navigation, ELD, proof of delivery, and real-time updates across carrier networks.



Impact & Results

By early 2026, the partnership had expanded to support more than 4,000 devices across over 60 3PL locations, delivering measurable improvements in performance, cost control, and operational resilience. Standardized configurations and proactive management reduced Tier 1 and Tier 2 support tickets, simplified troubleshooting, and accelerated deployment timelines for new sites.

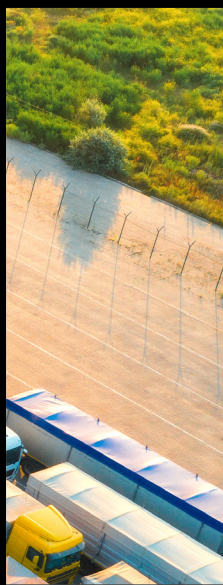
The managed spare pool consistently achieved overnight turnaround for field failures, preventing extended repair-related disruptions and keeping frontline teams productive. With direct oversight of carrier activations and deactivations, unnecessary data plan expenses were eliminated during multi-week repair cycles, significantly improving telecom cost efficiency.

Quarterly and annual business reviews now provide structured governance around fleet health, security posture, and lifecycle planning. This disciplined approach has shifted mobility from a reactive, break-fix model to a strategic, lifecycle-driven program, reinforcing Heartland's role as a proactive partner in supporting the client's nationwide growth.

AlwaysOn. Always Moving.

To modernize and future-proof its mobility environment, the logistics client turned to Heartland's comprehensive AlwaysOn lifecycle services model.

- Standardized "Golden Image" Configuration
- Device Migration Support
- Spare Pool
- Streamlined Onboarding
- 24/7 Help Desk



Mobility built for the pace of logistics

As logistics networks expand and customer expectations accelerate, mobility can't be reactive. Heartland transforms enterprise devices into a scalable, always-on mobility strategy that reduces downtime, controls telecom costs, and supports nationwide growth.

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About Heartland

Heartland is the leader in supply chain technology, delivering custom solutions to optimize workforces. With decades of experience and unmatched experience across brands and devices, Heartland offers real-world solutions that simplify workflows, streamline administration and drive efficiency. From procurement to end-of-life, we're with you every step of the way, and are proud to deliver solutions that keep your mobile workforce performing.

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