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Also Inside:
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WHAT'S INSIDE

SPECIAL FOCUS: TECHNOLOGY

- 4 • Why Remote Tank Level Monitoring Makes Sense for Your Bottom Line
- 6 • Boost Your Business Efficiency: Utilize Technology to Its Fullest Extent
- 8 • Making the Switch to E-Learning
- 10 • Preparing for the Labor Advocates' Dream Team
- 11 • RiskTool System: An Effective Technological Resource
- 12 • NACD Annual Meeting Speaker: Mark Bertolini
- 14 • OPSEM 2009 Highlights

Why Remote Tank Level Monitoring Makes Sense for Your Bottom Line

By **Shawn Welsh**, VP Marketing and Business Development for TankLink



Access to accurate business impacting information from anywhere is something everyone is coming to expect, regardless of the industry or market. Chemical distributors in particular can greatly increase efficiency and positively impact their bottom line with solutions, such as remote tank level monitoring, which provide visibility to up-to-date tank inventory information enabling efficient and cost-saving replenishment decisions.

The proliferation of cellular technology has allowed for the development of wireless monitoring systems that reliably and

securely provide tank data to web portals which can be accessed anytime. Wireless solutions offer many benefits that result in rapid return on investment for chemical distributors and greater customer service for buyers of chemical products. Primarily, a wireless remote monitoring solution eliminates the costs associated with installing a wired system which typically require expensive landline connectivity in remote locations. Most of the telemetry devices used in remote tank monitoring systems are battery operated, making them easy to install and maintain.

Following are a few common questions regarding remote tank level monitoring, its advantages and applications.

Q. As a chemical distributor, transportation costs always constitute a significant portion of our variable costs. Can remote inventory monitoring do anything to lower my basic cost structure?

A. The aspiration of every chemical distributor should be a perfectly optimal delivery, i.e., fill a truck to capacity and have it return bone dry while making the fewest number of stops. Doing this generates the maximum profit from each run. Without remote monitoring technology, distributors either rely on customer orders or predictive measures to estimate the amount of product to send out with each truck. Least efficient of all is to simply load up a truck with product and take it on a *milk run*, visiting each customer and dropping off product as necessary. Milk runs are particularly wasteful of fuel and man hours.

Remote tank level monitoring gives distributors the insight to know how much product can be delivered throughout the entire route. With this knowledge, on any given day, a distributor can build an optimal route that delivers the maximum amount of product per truck to the fewest number of stops and allows the truck to come back nearly empty.

Being efficient doesn't just improve the profit per route. Once the benefits of the system take hold, distributors will find that their fleet will have increased idle time while servicing their existing customer base. Savvy distributors use this extra time to take on additional customers and service them without needing to expand their existing fleet.

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