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# Steve Hilker Trucking, Inc.

## Adopts Linxup's 360 Visibility Solution

Steve Hilker Trucking, Inc. is a 2nd generation family-owned transportation business led by Alleah Hilker Heise, president. They are located in Cimarron, KS and their primary focus is on livestock transportation. The company specializes in moving cattle from the ranch to the feed yard to the packer - and everywhere in between. Formerly led by founder Steve Hilker, the family-owned business transitioned to Alleah's leadership four years ago. Despite the challenges posed by the COVID-19 pandemic, Steve Hilker Trucking, Inc. has maintained stability and aims to further expand by adding more cattle trailers to continue serving the livestock industry. The company's commitment to safety and efficiency is evident in its recent adoption of Linxup's 360 Visibility Solutions to enhance visibility, monitor vehicle performance, and ensure the safety of their drivers and cargo.

### The Challenge

Before Steve Hilker Trucking, Inc. started using Linxup, they were using a competitor that heavily emphasized Electronic Logging Devices (ELDs), which did not align with the company's priorities. The challenge extended beyond this to the lack of satisfactory customer service, consistency, and especially reliability as a company that utilizes a lot of rural routes. To address these issues, the company sought a more tailored solution that would cater to their specific tracking and logistics requirements.

### Why Linxup?

Steve Hilker Trucking, Inc. ultimately partnered with Linxup due to its distinctive focus on logistics and tracking, surpassing a mere emphasis on ELD compliance. The company found Linxup's tracking capabilities particularly reliable, especially in rural areas with intermittent connectivity, addressing a crucial need in their operations.

Alleah praised Linxup for its smooth on-boarding and transition processes, which stood out compared to experiences with previous service providers.



**"We find ourselves in a lot of rural parts of the world where there's not always service and we were really comfortable with [Linxup's] backup and the way that they were able to continue to track and upload, even if we didn't have service right then."**

- Alleah Hilker Heise, President  
of Steve Hilker Trucking, Inc.

## Ease of 360-Visibility Implementation

Linuxup's 360 Visibility Solution (GPS trackers plus linxCam) were deployed in 20 vehicles, predominantly utilizing plug-and-play units for easy installation. The decision was influenced by Linuxup's commitment to tracking and the user-friendly nature of plug-and-play units. Linuxup's solution offered real-time monitoring, enabling the company to track truck locations, monitor engine issues, and enhance safety through AI-powered linxCam.



## Benefits and Operational Impact

**The benefits derived from Linuxup's system were multifold**

**Safety Culture:** Linuxup's solution contributed to further building a safety culture within the company. The inclusion of linxCam helped in recording incidents for review, promoting safe driving behaviors.

**Efficiency and Cost Management:** The tracking system allowed fleet-wide monitoring of total miles run and cost per mile per truck, enabling route optimization while being fair in their dispatch, minimizing empty miles, and ensuring cost-effective operations to remain profitable.

**Fuel Management:** The 360-visibility solution provided insights into fuel usage, enabling informed decisions about fuel stops and encouraging cost-effective choices.

**Real-Time Information:** The real-time tracking feature facilitated efficient communication with customers, providing accurate arrival times and minimizing disruptions.

**Reports and Analytics:** Different reports are used depending on the user. Alleah focuses on tracking, safety, and idle time reports, while Denise Ewell handles broader reporting, including ELD logs, IFTA, and customized reports crucial for compliance and performance analysis.

## The Future of Steve Hilker Trucking, Inc. + Linuxup

Looking ahead, Steve Hilker Trucking, Inc. plans to expand its fleet by adding more cattle trailers to meet the growing demand for livestock transportation. The company envisions Linuxup growing alongside them, adding 360-visibility solutions in each truck. Alleah is excited about future advancements in Linuxup's solutions, including additional camera intelligence and enhanced safety features.

## In Summary: Peace of Mind

In the transition from facing the challenge of reliability and a tailored solution for their specific operational needs, Steve Hilker Trucking, Inc. found a partner in Linuxup. Their positive experience with Linuxup underscores the significance of a 360-visibility solution that is tailored to specific operational needs, with Linuxup's seamless transition, reliability, and logistical focus contributing to improved safety, efficiency, and future scalability for the company.

**"I can't say enough good things about the people that I dealt with getting started from my first phone call. I was heard and taken care of, and it was really an easy decision for us." - Alleah Hilker Heise**

