

Ahern & Associates Responds to Executive Analysis of Big Data in the Trucking Industry

The industry-leading transportation analyst and consultant, Ahern & Associates, responds to recent internal and external research about the implications of big data and analytics in the trucking industry.



PHOENIX, AZ, UNITED STATES, April 30, 2015 /EINPresswire.com/ -- While recent trucking industry headlines have focused on a massive loss of drivers and jobs within the trucking industry and increased regulation across the board, leading transportation consultant Andy Ahern, CEO of Ahern & Associates, responded to [recent research](#) about the use of big data and analytics for trucking industry executives and owners. In the face of limitations on Hours of Service (HOS) and the stern fiscal restrictions imposed by the loss of jobs, Ahern encourages business owners to see these obstacles as an opportunity for businesses to start leaning on data to maximize their bottom line.

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*Andy Ahern, Founder and
CEO*

Regulations under FMCSA guidelines have greatly reduced operational hours and imposed limitations on the amount of time that drivers can spend on the road. Wait time at weigh stations is now counted as time on the road. These restrictions on Hours of Service are difficult conditions for many trucking business owners to navigate, making it increasingly harder to retain drivers as they continue to feel as if they are unable to succeed. Andy Ahern has lauded the introduction of increased technology within the transportation

service industry so that business owners can get a better sense of how to operate within the parameters of regulatory guidelines by monitoring analytics and data trends.

By using software to monitor time on the road, fuel and fuel cost, the weight of the truckload, tire pressure and engine maintenance, and idle time waiting at weigh stations, trucking business owners can help improve their bottom line in the industry by paying attention to strict details.

“Driver behavior should be monitored; customer activity should be monitored,” said Ahern in a recent issue of The Ahern Advisory, the weekly newsletter distributed to over 300,000 trucking industry leaders. “The majority of Ahern’s clients practice expense reduction in all phases of their business,” said Ahern, applauding those that monitor details in order to review performance and make actionable recommendations to improve drive accountability, and more importantly, the trucking business’s bottom line.

Big data helps trucking business owners to improve productivity, including miles per gallon and driver efficiency, by spotlighting areas where businesses can improve their process. Increased attention to analytics and data, including transportation software, helps to improve communications between dispatch and drivers and fuel cost optimization.

For more information about Financial IQ or other software that can help trucking business owners increase their bottom line, contact Ahern & Associates at (602) 242-1030, or visit <http://www.ahern-ltd.com>.

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About Ahern & Associates, Ltd.

Ahern and Associates is North America's leading trucking and transportation management consulting firm. The skilled consultants at Ahern and Associates specialize in mergers and acquisitions of trucking and logistics companies as well as the restructuring and evaluation of existing carriers that seek to increase operating efficiency and improve profitability. Since 1987, Ahern and Associates has aided hundreds of buyers in the acquisition of trucking and logistics companies throughout the U.S. and Canada as well as assisting many transportation and logistics companies in reducing their overall operating costs and increasing their profitability. For more information, please call 602-242-1030 or visit <http://www.ahern-ltd.com>.

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