

# Western States Oil Modernizes Operations and Boosts Efficiency

TrueTMS Transforms Manual Processes into Streamlined Digital Workflows



## About Western States Oil

Western States Oil is a wholesale distributor and for-hire transporter of petroleum products. Its fleet comprises 14 semi-trailers and four tank wagon/bobtail trucks, domiciled in northern (San Jose) and southern San Leandro) California.

Growing without adding headcount is the panacea for transportation providers. Western States Oil Company made this possible by adopting the cloud-based TrueTMS platform with the TrueLiquid extension.

## The Problem with Business-as-Usual

Spreadsheets and paperwork ruled the workday at Western States Oil, creating inefficiencies and business risks. The company risked losing orders and missing deliveries whenever dispatchers handed drivers printed order sheets to make deliveries.

Problems surfaced when orders changed or needed rescheduling. Dispatchers and accounting team members would scramble to reroute drivers and paperwork. Lacking a centralized system to automate data flow and maintain control and visibility compounded this and other issues.

## Digital Transformation with TrueTMS

In the first half of 2024, Western States Oil partnered with TrueTMS to implement TrueLiquid, a comprehensive digital solution for distributors and for-hire tanker operations.

Key features of the implementation include:

- A driver mobile app for paperless dispatching and real-time updates
- Integration with the fleet's Geotab ELD system and suppliers' petroleum pricing and allocation data.
- Accurate demand forecasting to proactively schedule customer deliveries.
- Equipment maintenance and compliance tracking
- Customizable user views for different divisions and equipment types





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- Scott Swain  
Transportation Manager

Western States 



## Improved Operations, Better Results

Western States Oil’s partnership with TrueTMS is yielding impressive results in the eyes of Transportation Manager Scott Swain, who has been in the petroleum and fuel-hauling business for 30 years.

The technology has increased dispatcher productivity, allowing for growth without adding office staff. Meanwhile, TrueTMS provides real-time delivery tracking and accurate ETAs to improve customer service.

“I could double the dispatch workload of each dispatcher with this technology,” he said. “We’re not hiring more bodies.”

Improved data flow and user efficiency ensure dispatchers notice load schedule changes and immediately make necessary adjustments. The system streamlines billing by automating the flow of orders through delivery planning and dispatch, with drivers using the mobile app to capture documents.

“Our billing can go out by the next day after we deliver,” Swain added.

## Scaling for Future Growth

Implementing the cloud-based TrueTMS has positioned Western States Oil for expansion through greater efficiencies, better customer service, and centralized dispatching and management, allowing greater flexibility and control.

“If our dispatchers in San Jose need to dispatch drivers in southern California, they can do it easily. The information goes right to the driver’s smart device,” Swain said. “The technology streamlines the delivery process like you wouldn’t believe.”

Going from a manual, paper-based dispatch process to a fully digital system has set Western States Oil up for scalable growth and sharpened its competitive edge in the petroleum distribution industry.

Don’t let outdated systems and operational challenges hold you back.  
**TrueLiquid** will keep your business flowing quickly, efficiently, and profitably!

**TrueTMS**  
Your Companion on the Road