

OPERATED BY
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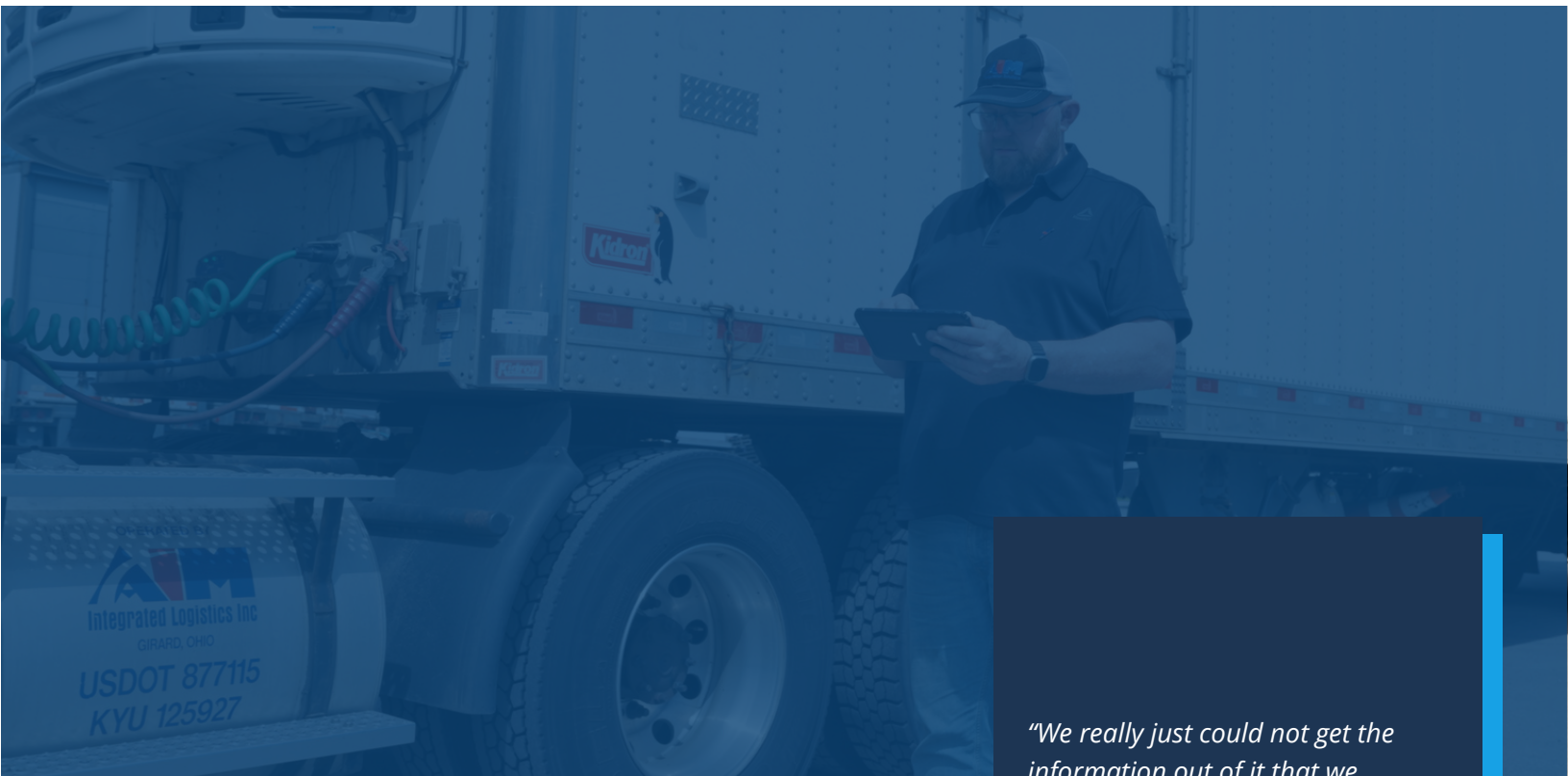


A CUSTOMER SUCCESS STORY

AIM'S FUTURE-PROOF FLEET BUILT ON CHOICE & FLEXIBILITY

Introduction

Since 1906, Aim Transportation Solutions has built its business around helping fleets keep moving through leasing, maintenance, logistics, rentals, and dedicated transportation services. With a diverse operation supporting varied customers, vehicle types, and business needs, flexibility has always been central to how Aim serves its fleets. As their technology strategy evolved, Aim needed a connected fleet platform that could match that same level of adaptability, giving their teams more choice, customization, and scalability for the road ahead.



The Challenge

Aim's previous telematics system was no longer keeping pace with the way the business operated. Support issues could take more than a week to resolve, forcing Aim's internal team to serve as frontline support. Drivers also struggled with an outdated interface, which created training challenges, compliance issues, and extra work for the back office. At the same time, Aim's teams could not easily access the data they needed to keep improving operations.

Aim's structure made these limitations even harder to manage. With 60+ distinct fleets that all operate, pay, and bill differently, the business could not be supported by a rigid, one-size-fits-all system. Aim needed technology that could reflect the complexity of its operations and give its teams the flexibility to move the business forward.

"We really just could not get the information out of it that we needed to be able to advance ourselves and advance our company goals. . . we were looking for somebody that could help us be better."



KIM SLATER

Director, Logistics & Billing

Solution

Aim partnered with Platform Science to bring its fleet technology closer to the way its business actually runs. With different operations, customer requirements, and billing models to support, Aim needed a platform that gave its teams more control over the tools, workflows, and data moving across the business. Platform Science provided the foundation to simplify work for drivers, support custom processes, and give each fleet access to the right capabilities.



Choice Across the Business

Aim needed the ability to support diverse fleets with varying needs, without being locked into a single technology stack. Platform Science's marketplace approach gave Aim more freedom to choose the right apps and capabilities for each part of the business, helping every operation get the tools that made the most sense for its day-to-day work.

"The whole idea of building your platform around the marketplace rather than having it be an accessory... is what made it a fit for us."

— Ron Bourque, VP of Safety and Risk



Workflows Built Around Aim

With a complex operating model, Aim needed more than out-of-the-box workflows. Platform Science gave Aim's IT team the tools to build and adapt processes to how the company actually operates, from proof-of-delivery capture to dynamic workflows that support drivers, dispatchers, billing teams, and customers.

"Platform Science gave us the platform to be able to really do what we needed to do."

— John Reed, CIO



A Foundation on Which They Could Keep Building for Years to Come

Aim was not looking for a short-term replacement. They wanted technology that could continue to evolve with their business and the industry. Platform Science's open ecosystem, app flexibility, and Virtual Vehicle vision gave Aim confidence that they were choosing a foundation they could keep building on for years to come.



"It was the idea of future-proofing through Platform Science that really drove us... We thought we would be on your system for the longest if we chose it."

— Ron Bourque, VP of Safety and Risk

Results

By adopting a platform built on flexibility and choice, Aim has improved how work moves among drivers, dispatchers, billing teams, customers, and IT. In partnering with Platform Science, Aim has streamlined key processes, reduced friction for drivers, and created a technology foundation that will continue to support the business as new customer needs arise.



Faster Payroll Processing

With more real-time data capture and streamlined workflows, Aim cut a full week out of its payroll process. What once required teams to work two weeks behind can now happen much closer to real time, helping Aim pay drivers faster and improve back-office efficiency.

"We used to process two weeks back... now everything's much more real-time, which has been enormous."

— John Reed, CIO



Unmatched Flexibility for Operational Success

Aim's IT team used Platform Science as a foundation to build custom applications and workflows that reflect how its business actually runs. From dynamic dispatch to proof-of-delivery capture, Aim can create and adapt tools for specific customer and fleet requirements rather than waiting on a vendor roadmap or forcing every operation into the same process.



A Better Day-One Driver Experience

Drivers no longer need extensive retraining just to complete basic work. With a more intuitive interface and streamlined workflows, Aim can get drivers up and running quickly, reducing frustration and supporting compliance from the start.

"What we have to do when we onboard a new driver is give them the tablet and help them log in, and from there they pretty much can figure it out on their own."

— Ron Bourque, VP of Safety and Risk



A Stronger Working Partnership

Aim's implementation required close collaboration, problem-solving, and trust on both sides. When challenges arose, Platform Science worked with Aim to close gaps, support the rollout, and strengthen the product experience for the business.



"Platform Science has made us so much better. We have been able to design some really cool things that help everybody on our side, from dispatchers to drivers, and to our customers."

— Kim Slater, Director, Logistics & Billing

Conclusion

By moving to Platform Science, Aim Transportation Solutions gained the flexibility to support a business that does not fit into a one-size-fits-all model. With the freedom to choose the right apps, build custom workflows, and create tools tailored to each operation's needs, Aim has improved the experience for drivers, dispatchers, billing teams, and customers. Just as importantly, they now have a platform and partner that can keep adapting with them as their business continues to grow.

“To me, that's what defines partners. It's how the tough times go... that defined our partnership from the beginning, and we have zero interest in ever changing.”



JOHN REED
Chief Information Officer

Meet Platform Science

Platform Science delivers a modern fleet management and telematics platform with easy-to-use applications and round-the-clock customer service to give your fleet what it needs and your drivers what they deserve. From embedded OEM hardware options and dedicated support teams to integrated partner applications and a seamless driver interface, we have what you need to fuel your fleet's success.

Step into the future of trucking with Platform Science.

