



# Shifting to high gear with 5G and fiber

## Business Needs

Cutting-edge connectivity technologies to help drive transformational innovation across the supply chain and logistics ecosystem

## Networking solution

AT&T On-Premises Cellular Network brings the power of cellular to the premises with 5G/LTE and the latest edge technologies. AT&T Switched Ethernet with Network on Demand connects two or more locations using a reliable, high-speed fiber network.

## Business value

Advanced productivity, safety, and innovation

## Industry focus

Multimodal transportation

## Size

\$6.6 billion annual revenue

## About Schneider

Schneider is a premier multimodal provider of transportation, intermodal, and logistics services. Offering one of the broadest portfolios in the industry, Schneider's solutions include regional and long-haul trucking, warehousing, supply chain management, port logistics, and logistics consulting. With more than 9.8 million freight miles traveled daily, Schneider has been safely delivering superior customer experiences and investing in innovation for nearly a century.

## The situation

Schneider launched The Grove, its new innovation center, to unleash creativity and potential while providing a dedicated collaboration space for its associates and customers. The building required cutting-edge connectivity technologies to further drive transformational innovation across Schneider's supply chain and logistics ecosystem.

## Solution

A longtime customer of AT&T Business, Schneider trusted AT&T to deliver the 5G connectivity solution, AT&T On-Premises Cellular Network, to propel its advancements. Schneider also uses AT&T Switched Ethernet with Network on Demand to connect its business locations across the AT&T nationwide broadband network.

## Value and service for every customer

The trucking industry leader, Schneider, began in 1935 when Al Schneider sold his family car to buy his first truck and start his company. He and his son Don foresaw the growth of the roadway system, the need for shipping companies, and the value in multimodal and logistics solutions to deliver goods. Pat Krah, Vice President of Engineering and Advanced Analytics, said the Schneiders built the company on values and built it for the long haul.

“Don Schneider’s premise, once he took over, was to build an organization to last,” Krah said. “And that’s what we strive for here at Schneider today. We want to build this legacy to help create partnerships with shippers and carriers that move the supply chain industry forward and really propel the economy.” Schneider today has more than 85 years of experience in delivering excellence and innovation to its customers.

## Propelling the national economy

Brian Stuelpner, Vice President of Product and Innovation, said the company offers the supply chain ecosystem a wide range of services to help meet their needs. “We have solutions focused on both shippers and carriers. We focus on helping our customers deliver on the promises that they’ve made, whether it’s through our company drivers, owner-operators, or other third-party transportation providers. We’re doing everything we can to innovate and solve so we help move the wheels of America’s economy.”

Stuelpner continued: “Our founders said that the only thing we have to sell is service. So, we work closely with our customers to provide the service that they need and expect. That’s really what keeps us top of customers’ minds and helps us weather the storms of market cycle changes.”

## Driving transformation

Schneider recently introduced The Grove. It’s an innovation center designed to unleash creativity and potential while providing a dedicated collaboration space for Schneider associates and customers. The Grove houses cutting-edge technologies that will enable teams to further drive transformational innovation across the supply chain and logistics ecosystem.

“We like to think that we have innovation in our DNA,” Stuelpner said. “The Grove is the physical manifestation of the company’s commitment to build the future. It’s a constant reminder that our intent is to drive the industry forward. We plant the seeds of innovation in this Grove and help them grow.”

Krah added that Schneider’s efforts are aimed at using technology to identify and eliminate friction. “We hope to make a seamless interaction between our supply chain partners,” he said. “We’re using technology and innovation to help us do that.”



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**Pat Krah,**  
Vice President of Engineering and Advanced Analytics

## A longtime strategic relationship

Much of Schneider's innovation revolves around the Internet of Things (IoT). "We think about how we connect with our moving assets in near-real time to help drive decisions," Stuelpner said. "That requires low latency and truly operating at the speed of business. We can't be sitting and waiting for the data to come back to help us make those decisions."

Trucks generate mountains of data as they move goods, and Schneider uses that data to yield insights and make decisions. "Yesterday's supply chains were a lot more siloed," Stuelpner said. "Today everything is connected and data flows from the shipper's customer to the shipper to us, to our partners back and forth in near-real time to optimize the supply chain of these companies. The data is key, and connectivity is so important as we and the other folks in the supply chain operate."

Schneider has often turned to AT&T Business as it has innovated. Several years ago, Schneider launched a program to re-imagine the driver's experience and make their lives safer and easier by replacing hard-wired devices in its tractors with tablet computers. The tablets rely on AT&T connectivity from AT&T Global SIM. This helps enable drivers to get work assignments and communicate safely with the office.

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Drivers use tablet computers to perform work functions, manage their regulatory compliance, and simplify interactions with clients. "The solution provides us the ability to go to the customer, get a digital bill of lading signed, and take some of the paper out of the industry."

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## A radical change in freight delivery

The company continues to rely on AT&T Business as it introduces new initiatives, Krah said. “We engage with AT&T Business to extend our 5G use cases onsite with the AT&T On-premises Cellular Network. The key to our innovation center is the ability to take these new 5G capabilities that haven’t existed for us on-premises and use them to change our business and innovate.”

Lower latency is vital in today’s digitally driven environment, but the company has not yet fully unlocked the potential of 5G, according to Krah. “We rely now on traditional on-premises cell capability,” he said. “But the advantage



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Vice President of Product and Innovation

of lower latency with the IoT devices that we put on our trucks, trailers, and other assets can help deliver data to our on-premises science models. These insights can radically change how we deliver freight from an on-time, safety, and cargo resiliency perspective to our end customers.”

AT&T On-premises Cellular Network connectivity helps improve communication and collaboration for Schneider. “For solutions that specifically require lower latency and rapid decision-making,” Stuelpner said, “this type of connectivity is required. At The Grove, we are looking at creating innovative solutions that take advantage of lower latency and improve our operations.” He expects improvement in the areas of safety and operational efficiency.

## Outstanding support

Schneider is pleased with AT&T Business solutions and the assistance the company receives. “Our support from AT&T Business has been outstanding,” Krah said. “That goes for our current solution capabilities in the more traditional sense of cellular and our wired network connectivity, and even in the latest 5G on-premises cellular network capability that was installed at The Grove in our innovation center.”

With the introduction of an innovative high-performance indoor radio system throughout The Grove and AT&T’s C-band spectrum, Schneider associates, customers, and visitors can achieve consistent cellular download speeds approaching 1 gigabyte per second (Gbps). “We had to get wires under the ground into The Grove to turn up that particular service,” Krah said. “The support we received was outstanding.”

In addition, Schneider uses AT&T Switched Ethernet with Network on Demand, a self-service, on-demand, intelligent networking solution to connect its business locations across the nationwide AT&T broadband network. AT&T Switched Ethernet with Network on Demand replaced wireline services from other vendors, giving Schneider speeds up to 10 Gbps, software-defined networking, and a dedicated connection that helps facilitate seamless data transfer.

## Truly valuable insights

“Our relationship with AT&T Business has helped provide value at a number of our physical locations,” Krah said. “This includes our operating centers, maintenance facilities, and intermodal hubs. Deploying AT&T Switched Ethernet with Network on Demand at a rapid clip has allowed us to be very successful and work at the speed of business when we need additional bandwidth. We dial it up without having to incur a long lead time.”

Stuelpner said he also appreciates the benefits that Schneider realizes from working with AT&T Business. “It’s a trusted collaboration,” he said. “When we think about doing something new and trying to use innovative technology in new and different ways, AT&T Business always comes to mind first. Data connectivity is such an important part of The Grove, so having the strength of the relationship with folks at AT&T Business at many different levels of the organization is really important to us. And AT&T Business really does a good job there with us.”

Schneider will continue to require speedy connectivity to deliver the data that will enable decision-making for future advances. “The relationship with AT&T Business, and the capabilities it brings, is so important to us,” Stuelpner said. “I can’t envision an evolution of Schneider that doesn’t involve heavy amounts of data, decision science, and the ability to look across billions of combinations of data points to make the most optimized decisions in an incredibly fast way. That’s where we really see value in the relationship with AT&T Business and the work it’s doing.”

Krah concurred. He also added that he believes Schneider has just begun to tap into the potential of 5G capabilities. “In our experimentation at The Grove, 5G capabilities are pushing us into the future. The amount of data that comes off our vehicles as they’re traveling down the road with our shippers and suppliers delivers truly valuable insights. And thanks to AT&T Business, we’re on the forefront of the technology that will help us harvest and use that data.”



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