

CASE STUDY

SYNCHRONIZING DATA CENTER DELIVERIES

INDUSTRY

- High Tech

SERVICES

- Ground Shipping
- White Glove

OVERVIEW

A leading technology client engaged BTX to manage data center equipment transportation and white glove delivery services for mission-critical deployments. While execution remained operationally sound, a recurring coordination issue between truckload drivers and white glove crews began impacting the client experience and perception of readiness at delivery sites.

THE CHALLENGE

In high-value data center logistics environments, timing and presentation are just as critical as execution.

BTX identified a consistent issue:

- Truckload drivers were arriving at the delivery site ahead of the white glove crew
- Drivers, not responsible for the installation, would communicate they were “not performing white glove services”
- White glove teams were often minutes behind, but not yet visible on-site
- End clients perceived the delivery as uncoordinated or unprepared

As a result, these issues triggered:

- Increased calls to account management
- Unnecessary escalations and follow-ups
- Declining client confidence despite successful deliveries

Key Insight:

The issue was not operations failure, it was a gap in synchronized arrival and client-facing execution.

THE SOLUTION

BTX redesigned the delivery coordination process to ensure a unified, controlled and professional on-site experience.

1. Pre-Staging Coordination

- Established a designated off-site meeting point near the delivery location
- Required truckload drivers and white glove crews to rendezvous prior to arrival
- Aligned final approach timing so both teams would arrive together as a single unit
- Ensured a cohesive, prepared presentation to the end client

2. Geofencing & Real-Time Shipment Control

To further strengthen execution and eliminate variability, BTX implemented geofencing and GPS-based monitoring:

- Deployed GPS tracking devices on shipments for real-time visibility
- Created geofenced zones around both the delivery site and off-site meeting location
- Triggered automated alerts when drivers entered designated areas
- Enabled proactive communication to:
 - Redirect drivers if they attempted early arrival at the consignee
 - Reinforce instructions to meet and stage with the white glove crew
- Monitored in-transit progress to identify risk of delays in advance

3. Precision Timing for Time-Sensitive Deliveries

- Ensured arrivals were synchronized - not early, not late
- Maintained strict adherence to data center delivery windows
- Provided operations teams with the ability to intervene before issues occurred, not after

STREAMLINING DATA CENTER DELIVERIES

Before: Uncoordinated Arrival



OPTIMIZED PROCESS

After: Synchronized & Controlled



THE RESULTS

By combining process refinement with technology-enabled control, BTX transformed delivery execution by:

- Removing perception gaps at delivery sites
- Reducing reactive communication and escalations to account management
- Eliminating early arrivals and misaligned hand-offs
- Improving predictability in time-sensitive environments
- Strengthening client trust through consistent, professional delivery experiences

Key Takeaway

In mission-critical data center logistics, precision isn't just about movement, it's about timing, coordination and control. By integrating geofencing, real-time tracking and synchronized execution, BTX ensures every delivery is not only successful, but experienced as seamless by the end client.