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# Sand Tiger Is Taming The Last Mile Beast One Truckload At A Time [Silica Valley Series]

□ April 12, 2018 □ Infill Thoughts □ 1 Comment



This is the second installment in our *Silica Valley Series*, which shines the spotlight on an increasingly critical part of the frac value chain: new software solutions in the last mile. A crop of new entrants are improving the frac sand industry's "mind-muscle connection" on the highways from origin to destination. And we believe this "iHauling" piece of the puzzle will play a critical role in the continuing industrialization of unconventional development. Read more about the series [here](#).

In the *Silica Valley Series* [introduction](#), we noted that commercialization models vary pretty widely in the digital last mile space.

The first solution highlighted, [PropDispatch](#), is an enterprise software solution that powers customer logistics hubs.

Sand Tiger, the second software in our series, is quite a bit different in that it was built and developed by a trucking operations company with no intention to monetize as enterprise software either now or in the future. Sand Tiger is offered at no cost to customers that utilize Bobeaux for last mile trucking.

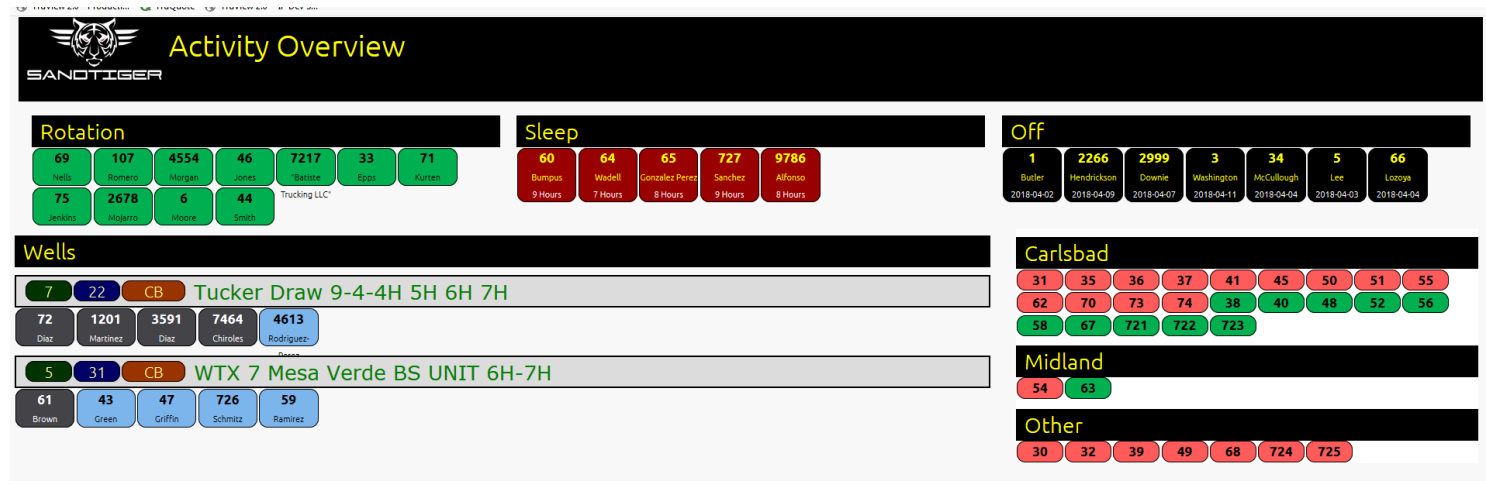
## 4Q17 Launch Across The Bobeaux Fleet

Danny Jester, Chuck Moses, Lynn Allen and the team over at Bobeaux Trucking & Oilfield Services created the Sand Tiger software platform to solve the complex logistical challenges they faced while running their 80-truck fleet. Bobeaux hauls sand for some big buyers including EOG, WPX, Apache, Oxy, Halliburton, BJ Services, and others listed on their website.

What started out as a digital effort to make their hauling business more efficient and transparent has become a bundled

service they now provide to Bobeaux trucking customers. Sand Tiger launched in beta form in 3Q17 and went live in early 4Q17. Today it is used to manage all ~80 trucks that Bobeaux is running, and it supports an average of 3-4 frac crews at any given time.

In many ways we see this platform as the next gen digital dispatch system with the added benefits of extensive data tracking and reporting.



*click image to see full size in new tab. screenshot courtesy of Bobeaux Trucking*

After some recent tweaks, Sand Tiger now integrates seamlessly with some well site storage software solutions, and market leaders are being on-boarded as we write. For example, Bobeaux has recently integrated a leading wellsite silo company’s API into their system so that visibility on well-site storage populates in Sand Tiger for jointly supported wells. And it’s a two-way street in this relationship as Sand Tiger is communicating data back to the silo operator that helps them map trucks.

Sand Tiger is doing the same thing with a leading transload company – APIs are being exchanged to fill in the holes both the trucker and the transloader would otherwise have in their sand lifecycle datasets.

## Portal Vs. App Distinction

Importantly, Sand Tiger provides a portal experience for market participants. The portal’s goal is to create full transparency of all datapoints from the sand source to the well-site.

Sand Tiger provides both an App as well as SMS (Short Message Service) to allow truck drivers to receive data, maps, and images on their smart phones, to accept and reject loads, and to serve as two-way communication channels with the Bobeaux managed portal.

From Bobeaux’s perspective, layering the software solution on top of their trucking revenue model at no charge has the following benefits:

- increases efficiencies and turns, which boosts their top line,
- educates their customers on trucking issues like congestion with data and visualization tools,
- resolves customer conflicts over issues like demurrage with hard data and route tracing on every load’s time across each

phase of delivery from origin to destination,

- eliminates data inaccuracies from manual reporting and dispatching,
- creates transparency to everyone from the customers to the owner/operators they work with,
- provides centralized management of their fleet and employees from dispatch through invoicing,
- improves driver retention,
- improves customer retention and market share vs. other trucking firms,
- allows real-time reconciliation of BOLs and load tickets with the sand source/transload and on-site storage.

Bobbeaux management has seen customers order 30 trucks when they only need 10 far too many times. Transparency on the time between pickup to the well site can eliminate customer “guessing” and reduce last mile inefficiencies.

In our view, the core value propositions of Sand Tiger from a last mile customer and driver perspective are a) closing the communication gap and improving transparency/reconciliation, and b) automating many of the manual processes from pickup through delivery and increasing efficiency along the way.

Relative to some enterprise solutions we’ve seen, this platform is not as customizable for each participant because of centralized management. That said, it doesn’t add a cent to the cost per ton. Also, one thing we don’t see yet in this system (yet) are very many artificial intelligence features. Human decision making stays in the loop and is imported by the system’s reporting and data visualization tools which are robust, customizable, and do enable better decision making on the fly.

Sand Tiger generates data and signals that people can use to optimize delivery but it doesn’t react on its own with one exception – Sand Tiger does incorporate machine intelligence in load assignments. Before allocating a pickup to a driver, Sand Tiger algorithms take into consideration the location of each available truck in the pool and then assign jobs based on proximity to destination.



*click image to see full size in new tab. screenshot courtesy of Bobeaux Trucking*

## The Tiger's Stripes: Software Feature Highlights

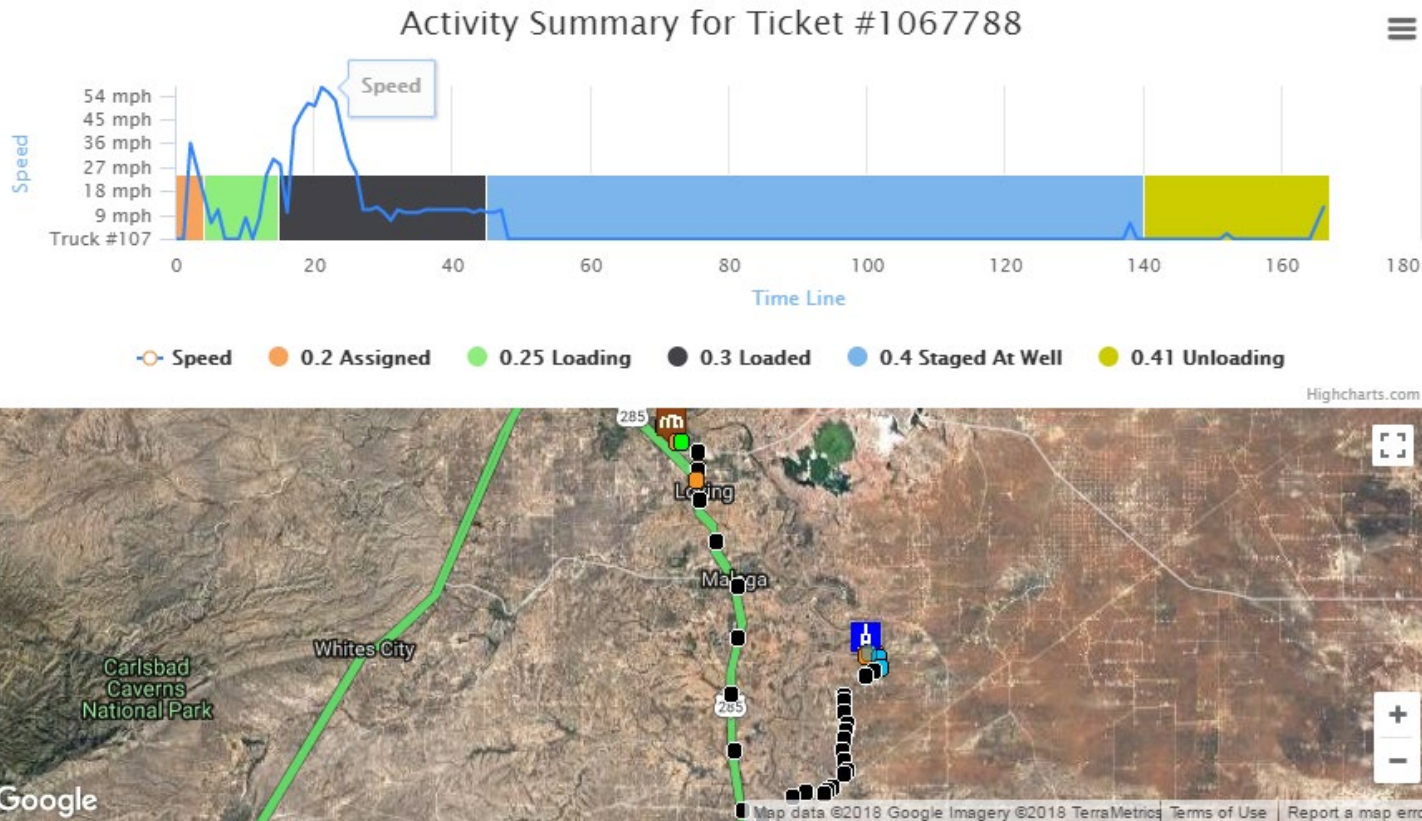
The portal starts with a dashboard showing active wells and sand sources. This dashboard is then sub-divided into a menu of reporting and controlling features used to view and manage various last mile activities. Data can be exported into Excel or PDFs.

The GPS-driven system relies heavily on geofencing (two fences around each well and two fences around each sand source) to trigger status changes in specific tickets and track loading/unloading times. The GPS input comes from equipment hardwired into each truck, which is an advantage over app-based solutions that rely only on cell service which often lapse in the far reaches of the oilfield. Sand Tiger doesn't depend solely on the signal strength of driver smartphones, so it gathers more accurate real-time data. Time on location is measured and mph and transit times are visible.

There are far too many features shown in the [12-minute video overview](#) on the company's website to list in this piece, so here are three benefits that really resonated with us as we tried to put ourselves in a customer or drivers perspective while viewing the video overview:

1. **Automated Frac Sand Lifecycle Tracking.** Every phase of a truckload's life from dispatch through unloading is tracked, measured, and recorded in the system. And everything that can be automated by geofence triggers and GPS has been automated.
2. **Transparency.** The system provides an intuitive way to slice and dice a massive amount of data. Users can drill deep

into data by well, driver, truck, BOL, time, mileage, load, stage, etc. to gain visibility. Sand types are also collected, so customers know exactly what went where and how long it took to get there, and reports can be set to generate after every stage. Notifications are also provided when trucks have been idle for extended periods of time. Both real-time and historical data can be reviewed.



click image to see full size in new tab. screenshot courtesy of Bobeaux Trucking

- 3. Driver Benefits.** Whether they are company or owner/operators, Bobeaux drivers are able to get a lot of transparency out of the system on payments, settlements, invoicing, loads, turns, etc. They'll also get more turns from the dispatch efficiencies the system creates. And the two-way SMS texting system run by Sand Tiger doesn't require drivers to download yet another app if they don't want too or ramp up a new learning curve (this is a complaint we hear from truckers who have to be on many apps these days). All this should help with driver retention.

After logging in, customers will only see their well sites, sand locations, and trucks whereas Bobeaux company users will see the whole operation as they run their trucking business. In the system, Bobeaux can allocate pools of trucks to various customers depending on their needs at the time and based on their locations.

## What's Next? Look For Sand Tiger To Stay Caged And Grow

Bobeaux has no plans release Sand Tiger as a licensed product and does not plan to market the platform as enterprise software. Instead, management intends to keep the software in house as a benefit for their own operations and their trucking customers. This is an important distinction relative to most of the other software companies being profiled in our *Silica Valley* series, although there is some in-house precedent (some leading operators and service companies have their own systems in the past).

Rather than monetizing by charging a per load fee like other providers we talk to, Bobeaux hopes to earn an ROI on their investment by increasing their turns, retaining their customers, and growing their market share in hauling as a result of the

software's benefits.

Increased communications via third-party API integration is where this platform is headed next as well as incorporating more real-time data analytics to enable better decision making on the fly. Bobeaux is currently integrating the system with rail software to provide even more transparency all the way back up rail to the mine. This is underway today, and integration efforts are ongoing with market leaders in rail, transload, and well site storage.

And the next iteration of the software will allow customers (E&Ps, pumpers, sand pushers, or transload companies) to order trucks directly through the software. Today, most of these customers simply call or email dispatch and say "we need 15 trucks" or they post a Google Spreadsheet with appointment times based on stages. In the near future, they'll utilize the Sand Tiger software to assess needs and then place their order directly within the Sand Tiger Portal.

## Read more about our *Silica Valley* series>

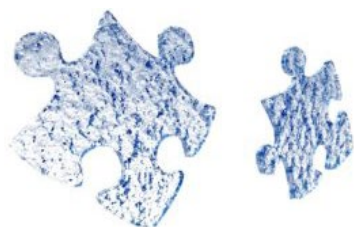
*About this Infill Thinking series: Our software feature pieces should be seen as introductions to the concepts and firms, not endorsements thereof. We have zero financial incentive to write about any of these specific solutions. None of the software companies we interviewed paid us for the exposure. Our singular motivation with this series is to document the various approaches, platforms, and systems in the market today in order to provide a comparative starting point for readers who may be trying to chose from a growing number of options.*

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## One comment



**Brad Marcak**

April 13, 2018 at 8:33 am

Joseph,

Great article on Sand Tiger! It is an innovative system that really addresses a lot of the missed details involved in logistics. It amazes me how many companies still believe that the time required to “blow off” sand with a PD truck is 30-45 minutes. When in reality it is more like 60-75 minutes when set up, pressure up, discharge and de-mob is completed. We have had the pleasure to know the Bobeaux team, and they are an example of the out of the box thinking required to change our industry. Congrats to the Bobeaux Team!

Best regards,

Brad Marcak  
HIPPO USA

Reply

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