

Forklifts of Minnesota (FOM) has been a staple in the material handling industry since 1949. With over 75 years of experience, they serve as a regional leader across Minnesota, the Dakotas, and Wisconsin.



FORKLIFTS OF MINNESOTA

TINNACITY CASE STUDY

From Defense to Offense: How Forklifts of Minnesota Mastered Operational Visibility.

THE CHALLENGE: FRAGMENTED VISIBILITY

Before Tinnacity, FOM struggled with a "broken" legacy system that left management in the dark. This led to:

↔ **The "Excuse Train":** Without a centralized system, departments would often blame one another for delays in quotes or parts, with no way to verify the status of a work order.

📁 **Fragmented Communication:** Technicians and office staff had to juggle multiple tools—including Microsoft Teams, phone calls, and paper—to manage a single job.

📁 **Information Silos:** Critical job data, such as photos of data tags or failed parts, were often trapped in individual email inboxes rather than being attached to the work order.

THE SOLUTION:

A SINGLE SOURCE OF TRUTH

FOM transitioned to Tinnacity to unify their operations and move toward a truly digital, paperless platform.

👁️ **Real-Time Tracking:** Tinnacity provides a single medium for communication, allowing everyone to see exactly where a work order came from, who is working on it, and how it was started.

📷 **Integrated Photo Documentation:** Technicians can now easily attach required photos for warranty claims, such as hour meters and failed parts, directly to the digital work order.

💰 **Speed to Invoice:** By signing off on jobs digitally, work orders reach the office the next day, reducing billing turnaround from a week to just three days.



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TINNACITY CASE STUDY

Operational Excellence through Mentorahip

For Matt Whalen, Tinnacity is more than a software tool, it's a coaching platform. Real-time data allows management to identify where a technician might be struggling with time management or communication. Rather than "calling them out," Matt uses these insights to mentor individuals, resolve inter-departmental friction, and proactively manage customer expectations.



Matt Whalen

Head Coach of Service Dept.

"If Tinnacity just did quotes, that'd be great, because that's been a huge success for us. You can see who is working on it, when it was started, and exactly where it came from."



IMPACT AT A GLANCE

Billing Turnaround: Reduced from 7 days to 3 days.

Onboarding: Technicians are trained and operational in hours, not days.

Integration Support: Rated a 10 out of 10 for responsiveness.

Transparency: Eliminates inter-departmental friction.

Warranty Advantage

Missing data is the #1 reason warranty claims get rejected. Tinnacity acts as an operational fail-safe for our service department by requiring technicians to capture critical documentation, like hour meters, serial tags, and failed parts, directly within the digital work order.

The Result: We've eliminated the 'back-and-forth' and ensured that every claim is backed by high-quality photo evidence, protecting our bottom line.

- o **Claim Compliance:** 100% photo verification before work order submission.



Ready to transform your service department? Visit [Tinnacity.com](https://tinnacity.com) today!