



40% Software Savings For Big Truck Rental

 Industry: Transportation	 Customer Since: 2026	 Products: Document Studio	 Features: eSign, Doc Gen, Automation
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COMPANY BACKGROUND

[BTR](#) provides fleet solutions helping municipalities, waste haulers, logistics providers, and other commercial fleets maintain reliable operations through flexible rental, purchase, and fleet management programs.

With the largest rental fleet in North America and a growing network of locations, BTR delivers solutions designed to maximize uptime, improve operational flexibility, and help customers adapt to changing business needs.

BTR’S CHALLENGE

For document generation and eSignatures, BTR relied on a third-party solution connected to Salesforce. The process required users to move between systems and perform manual steps to prepare and send documents. As document requirements evolved, maintaining templates and ensuring consistency became complex. The workflow created inefficiencies, limited visibility, and required additional administrative effort.

BTR needed a flexible and cost-effective solution to streamline document generation and eSignatures directly within Salesforce.

TITAN’S SOLUTION

Using Titan Document Studio, BTR centralized and streamlined document management in Salesforce. Users generate, review, and send documents within a single Salesforce workflow. Document data is automatically populated from Salesforce, improving accuracy, reducing administrative efforts, and creating a consistent user experience.

Titan also consolidated multiple steps into a unified Salesforce workflow. To encourage adoption at BTR, Titan included a guided workflow and a simplified automated option, allowing users to transition at their own pace.



KEY RESULTS

- ✓ **40% Lower Software Costs:** Replacing the previous document management platform with Titan reduced software costs by 40%.
- ✓ **Adoption in 2 Weeks:** Within two weeks, the sales team had fully adopted the simplified “easy-button” process inside Salesforce.
- ✓ **13 Hours Saved Per Month:** Document sending dropped from a 10-minute manual process to a 2-minute review-and-send process inside Salesforce.
- ✓ **Live in 10 Days:** BTR implemented Titan’s document generation and eSignature process inside Salesforce in just over a week.
- ✓ **Zero Go-Live Issues:** BTR went live without disrupting daily sales operations while continuing to process a high volume of transactions.
- ✓ **Fewer Workflow Interruptions:** Sales reps can now complete document tasks inside Salesforce instead of moving between multiple systems throughout the day.
- ✓ **Guided Rollout Without Disruption:** BTR worked closely with Titan’s Services team through a show-demo-feedback approach, helping the team roll out the new process without disrupting existing sales operations.

*“You can probably stop your platform evaluation now. If you're talking to a Titan expert, you've found your vendor.” – John King,
Vice President of Enterprise Systems at BTR*