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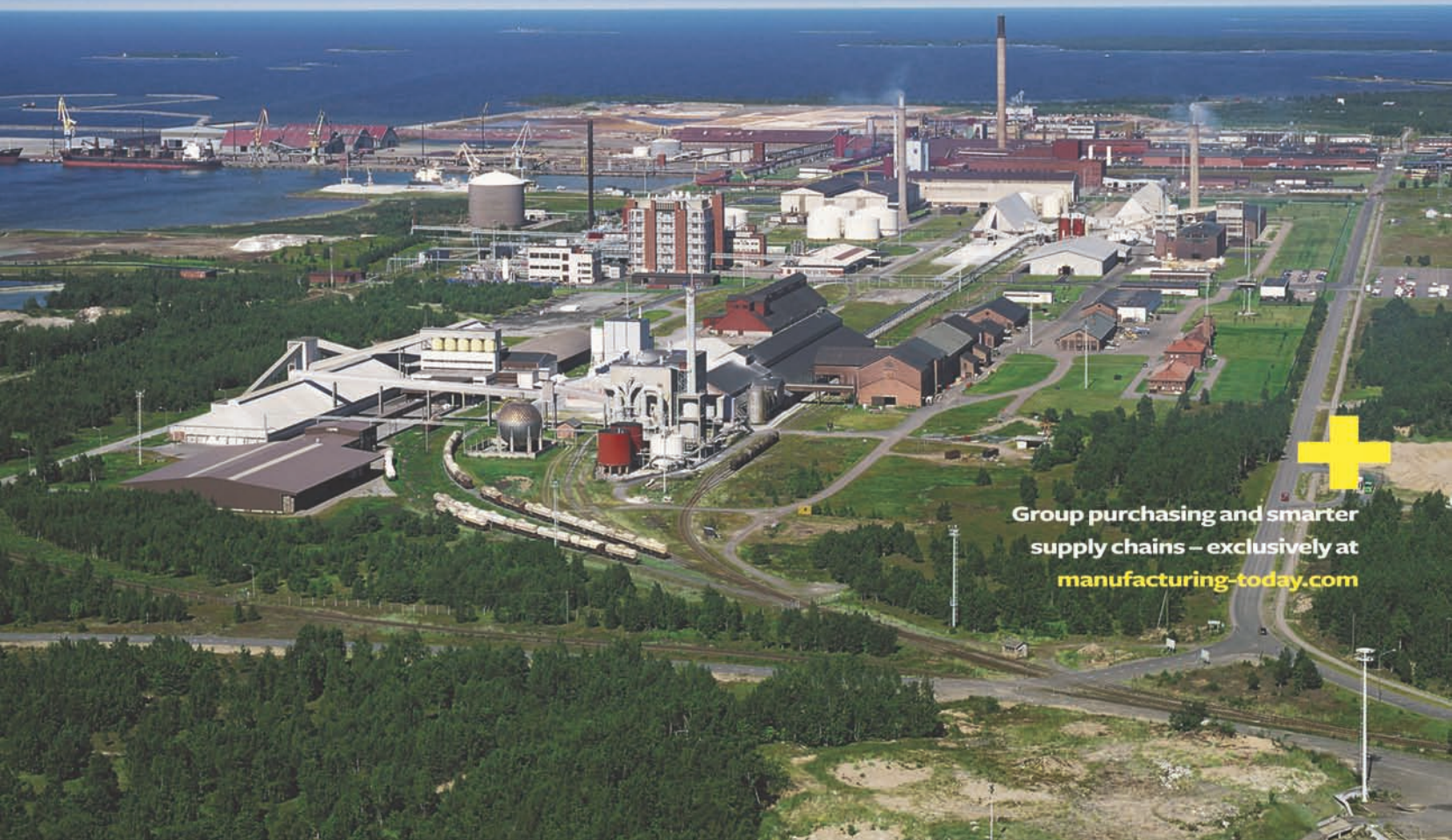
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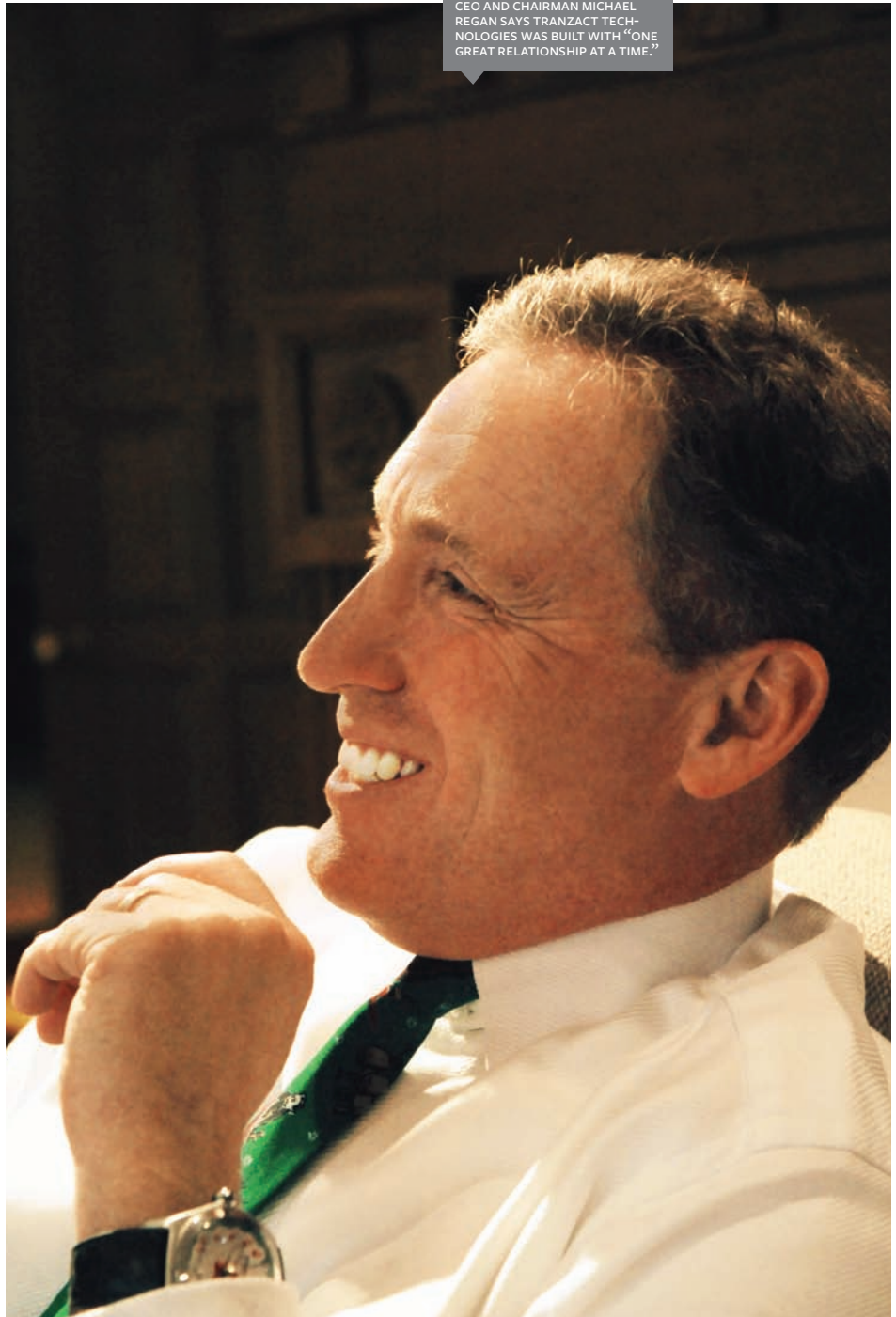
TRANZACT TECHNOLOGIES SUPPLIES SOLUTIONS FOR SHIPPERS THAT INCREASE EFFICIENCY AND SAVE MONEY. BY CHRIS PETERSEN

The image most people conjure up when they think of logistics is a truck hauling freight across the country, and rightly so. However, there are two sides to the equation, the other one being the transference of money that accompanies each shipment. Even though the truck is the image people associate with logistics maybe 99 times out of 100, the other side is just as important. TranzAct Technologies Inc. is one of the leading companies making sure that this aspect of the business gets the attention it deserves.

Founded in 1984 as a freight bill payment and audit company, the company expanded through offering services and technology that allow shippers and receivers to better manage their transportation, CEO and Chairman Michael Regan says. Today, TranzAct provides transportation management software in addition to logistics services such as turnkey transportation management and auditing. Along the way, the company's innovation and diversity have helped it become one of the leaders in the marketplace.

Determined to help all shippers drive costs out of their supply chain, TranzAct doesn't discriminate against shipper size. For example, its technology and processes support numerous *Fortune* 100 companies as well as many of the nation's small- to medium-sized businesses. And it is all delivered with personalized customer service, living up to the company's motto: "Building a great company, one great relationship at a time."

President Jean Regan, Michael's wife, says the company's services and



CEO AND CHAIRMAN MICHAEL REGAN SAYS TRANZACT TECHNOLOGIES WAS BUILT WITH "ONE GREAT RELATIONSHIP AT A TIME."



PRESIDENT JEAN REGAN SAYS THE COMPANY HELPS CUSTOMERS "MAKE BETTER DECISIONS."

» software such as Freedom Logistics make it possible for smaller shippers to achieve the same amount of leverage in the marketplace as larger shippers. TranzAct gives those shippers the ability to analyze their actionable data and make better decisions on an ongoing basis.

That kind of nearly omniscient point of view is a boon for shippers, Jean Regan says, because information can be as vital to a company's supply chain as motor oil is to an engine. "In the system, you can basically look and see a freight bill in real time at any point in time," she says. "With better data, you make better decisions."

HIGH-END TECHNOLOGY

TranzAct specializes in staying on the cutting-edge of technology, Jean Regan says. Its transportation management system products provide customers with Web-enabled modular software that can be integrated into multiple platforms. It gives customers visibility and detailed records

of their shipments, as well as help them manage initial planning and detailed records.

"Clients like to say our system is high-end," she says. "It's really unlimited in terms of the data that we can feed into those systems."

The company has always been on the forefront of innovation, Michael Regan says. He says TranzAct was the first to offer software that gave clients the ability to choose how they managed their funds and disbursement options. "We allowed them to manage their own cash," he says. The company also was the first with PC-based reporting applications.

The application of technology has become extremely important in the logistics industry, as shippers need more information to find ways to reduce costs. At the same time, they need to manage the information that are efficient and inexpensive in its own right. Jean Regan says the logistics industry has in effect become paperless.

TRANZACT'S SOFTWARE SUPPLY

TranzAct Technologies has developed a number of software packages that are designed to address the needs of shippers in every stage of logistics. These include:

- >StarDoc, which eliminates paperwork through a Web-enabled bill of lading system;
- >StarRate, which compares multiple carriers and multiple rates to determine the best service;
- >StarView, giving shippers the opportunity to receive real-time shipping information;
- >StarPay, a freight payment and auditing tool that supports multiple disbursement options and reporting;
- >StarLite, a robust transportation and accounting reporting tool that allows shippers to examine their shipping history; and
- >StarBrite, a flexible Web-based transportation and accounting ad hoc reporting application that allows shippers to analyze shipping history quickly and easily.

BUILDING RELATIONSHIPS

The software and services TranzAct provides give customers flexibility in the way they manage their operations, but Jean Regan says the company is able to offer even greater flexibility before the systems are even installed.

TranzAct can customize its applications to customers' specific needs, holding daily operations meetings with them to get a feel for their requirements.

From there, the company builds a software platform that fits the customer's exact specifications.

"We look at it as a welcome challenge if a customer comes to us and asks, 'Can you do this?'" she says.

Michael Regan says TranzAct focuses on the relationships it has with customers and stresses its willingness to consider and respond to unique requests. That emphasis has been the foundation of the company's success to date, he says.

COMPLETE SERVICE

In addition to its software packages, TranzAct provides an array of services for customers. These include Freedom Logistics, a turnkey transportation management solution that combines outstanding freight savings with several of the company's Web-enabled technologies and its freight payment services. "As a first-party transportation management solution, Freedom Logistics places cutting-edge management and control tools in the hands of logistics professionals," the company says. "A nationwide, all-modes group of core carriers is assembled on a custom basis to match individual transportation needs."

The company's brokerage division, CSS, helps customers develop core carrier programs or provides tempo-

rary additional capacity. "CSS specializes in hard-to-move or last-minute loads, in addition to contracted moves," the company says. "We provide access to an extensive network of carriers and equipment types."

THE ROAD AHEAD

Jean Regan says the biggest challenge for TranzAct is the same for everyone. "While our business continues to do well, we understand that no company is immune to the fact that we're in a severe recession and there's uncertainty about what the future will bring," she says.

With uncertainty, there is fear. Many shippers are being very cautious and looking for guidance on how they can manage their transportation costs. This means that TranzAct has taken the role of counsel and mentor to its

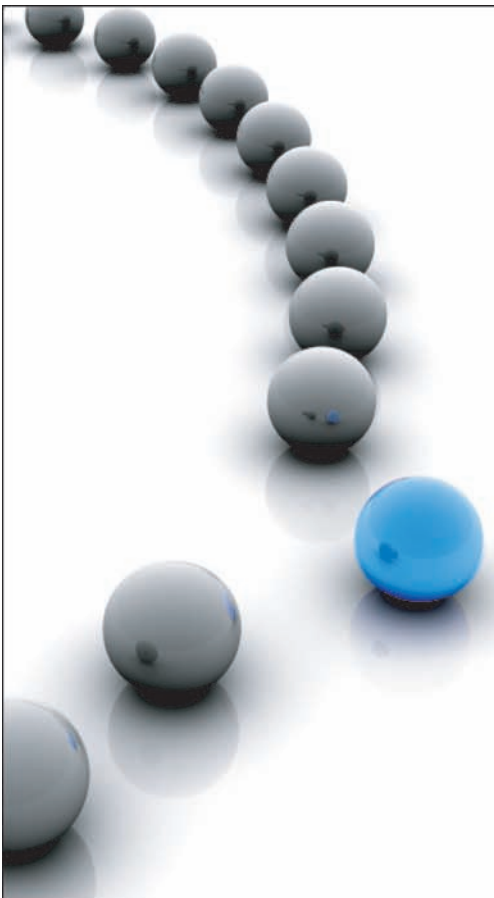
customers, she says.

The company's efforts in this area include scenario planning to help customers prepare for adverse economic conditions and scale their operations to the climate.

Michael Regan says the company is specializing in "batten-down-the-hatches programs" for customers. In general, he adds, the company's products already help them prepare by reducing costs.

Despite the rocky state of the economy, TranzAct is taking a long-term perspective and is still working on developing new products and services, Jean Regan says.

She says that as long as the company is able to provide services that make life easier for its customers, she sees good things in the future. "We see continued growth," she says. **mt**



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