



## Corporate Member Spotlight – December 16, 2011

### TranzAct Technologies



Logistics Management Solutions

**1. In a nutshell, what is your company all about?**

TranzAct Technologies is all about making our customers' supply chain operations as successful as possible. We are the logistics management organization that delivers big solutions, better execution, and the best support. We help shippers manage their transportation spend by providing the tools necessary to remain in control. Shippers of all size and mode benefit from our services.

**2. What makes your company different than other companies in your industry?**

The value of our services far exceed the benefit and cost of processing a freight bill; TranzAct's track record for producing sustainable savings for our customers yields the highest ROI in the business.

Additionally, TranzAct's proprietary technology is new, modular, provides tremendous flexibility, and is built with an in-depth understanding of supply chain challenges and shipper diversity. As a privately-held, family-owned business, we focus on relationships and collaborative partnerships. TranzAct's supportive staff includes industry practitioners who have run large supply chains and have a first-hand understanding of our customers' challenges and issues. As the only supply chain services company that has been actively involved in every major shipper and 3PL industry association, our network provides us access to industry experts, inside information, and the executive levels of key organizations for our customers when it matters most.

**3. What was your company's most recent greatest accomplishment?**

TranzAct consistently invests in resources to provide thoughtful, responsive service improvements to our customers. We are proud of earning and maintaining our "first to market" reputation. Over the last 12 months, TranzAct launched its Shipper Shield program to provide risk management and carrier monitoring to address the challenges of CSA and vicarious liability. We increased our EDI freight bill processing percentage to among the highest in the industry. TranzAct's TL and LTL RFP procurement process continues to achieve superior savings such as the contracted Truckload savings of 12% achieved for an industrial packaging manufacturer. Our Freedom Logistics program continues to offer below market rates and sustainable savings that for many customers equal a solid 10%-plus savings today over their previous rates (some dating as far back as 2001).

**4. What is the biggest challenge you face in your industry?**

Increasing profitability is a challenge for everybody. Shippers are being asked to deliver product with the same or improved levels of service on a lower total cost basis. Carrier/vendors are raising rates to cover their increased costs and to produce profits. So how do shippers achieve lower costs as rates increase? They must make internal practice and process changes -- not an easy task. To begin this process, logistics professionals must communicate to their senior management that success in today's environment is about much more than rates, "discounts," and logistics as a percentage of sales; it's about maximizing the value of your logistics resources to satisfy your customers.

**5. Why is your company a CSCMP Corporate Member?**

We decided to join CSCMP's corporate membership program to maximize the value of our investment and take advantage of the education and networking opportunities CSCMP provides in ways we had not experienced in the past. We really enjoy the personalized attention from the corporate membership support staff, and our corporate membership has allowed us to send an additional person to the Annual Global Conference this year at almost no incremental cost. Most importantly, our corporate membership has helped us provide our clients with useful, comprehensive information regarding topics that impact their businesses.