



Trans Dynamics, Inc. is Saving Nearly \$44,000 Annually in Administrative Costs While Managing Growth of 25%

McLeod Software's PowerBroker™ has enabled the freight brokerage to improve productivity and efficiency in several key areas.



"McLeod Software's PowerBroker system has allowed us to reach a whole new level of performance. While we have grown almost 25% in the number of loads covered and increased revenue by over 19%, our productivity and efficiency have improved dramatically since we adopted the brokerage and logistics management system."

Keith Geregthy, CTB
Executive Vice President
Trans Dynamics, Inc.



Duluth, Georgia-based Trans Dynamics, Inc., founded in 1984, is a transportation broker and logistics management company staffed by Certified Transportation Brokers and Hazmat certified

personnel. The company provides van, refrigerated, flatbed, intermodal and heavy haul project equipment service throughout the continental United States and Canada with over 8,000 qualified motor and private carriers.

Needs

"We need to access a lot of different information quickly," Geregthy says. "For our customers, we have to know where trucks and loads are located in real-time. For our business processes, we must have the capability to accurately enter orders, post available loads to online services, and dispatch and email our carrier partners so they can respond quickly to available freight. We also need to utilize shipment histories and create and generate custom financial reports."

Solution

With the adoption of McLeod's PowerBroker software, productivity and efficiency have greatly increased at Trans Dynamics. "PowerBroker gives us fast and easy access to information and allows us to perform necessary functions quickly and accurately," Geregthy states. "Having this information readily available gives us the ability to provide the level of service our customers expect. It's also easy to learn and administer because of its flexibility and functionality and offers such capabilities as the Brokerage Planning screen which lets our dispatchers handle a number of different functions simultaneously."

Geregthy also cites PowerBroker's accounting functions as very sophisticated, which he says is unlike other brokerage software packages on the market. "The accounting system is integrated," he adds. "There's no third party software, it's all built in, and it's very fluid. The custom financials in particular allow us to create reports that precisely address our information needs. And if you have asset and brokerage sides of your business, you can run those reports in the same program and merge and compare information."

Results

Since July 2006, Trans Dynamics has experienced an almost 25% increase in the number of orders covered. "With the unique Brokerage Planning tool in PowerBroker and the integration of McLeod's Private Notification Network, our dispatchers cover our loads in 50% less time," Geregthy says. "At the same time, while our order count and revenue have both increased, we still have about the same number of dispatchers. We estimate that to raise our business volume by 25% without PowerBroker we would need at least one more dispatcher at an annual cost of around \$35,000."

Enhancing customer service with McLeod Document Imaging, Trans Dynamics has moved most of its customers to electronic billing. That system has also saved the company on costs for postage, envelopes and labor for processing invoices and other paperwork, generating estimated annual savings of \$8,500. Also, an untold dollar amount has been saved in lost time and labor searching for "proof of delivery" and other customer requested documentation.

"PowerBroker provides us a reliable, solid foundation upon which we can continue to grow. There's simply nothing else available like it."

Keith Geregthy, CTB
Executive Vice President
Trans Dynamics, Inc.

McLeod Software's PowerBroker Software offers unique functionality that is not available from other brokerage software systems on the market. Call McLeod Software today to find out more about the Powerbroker system.

For more information, contact us toll free at 877-362-5363 or visit us at www.McLeodSoftware.com.

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