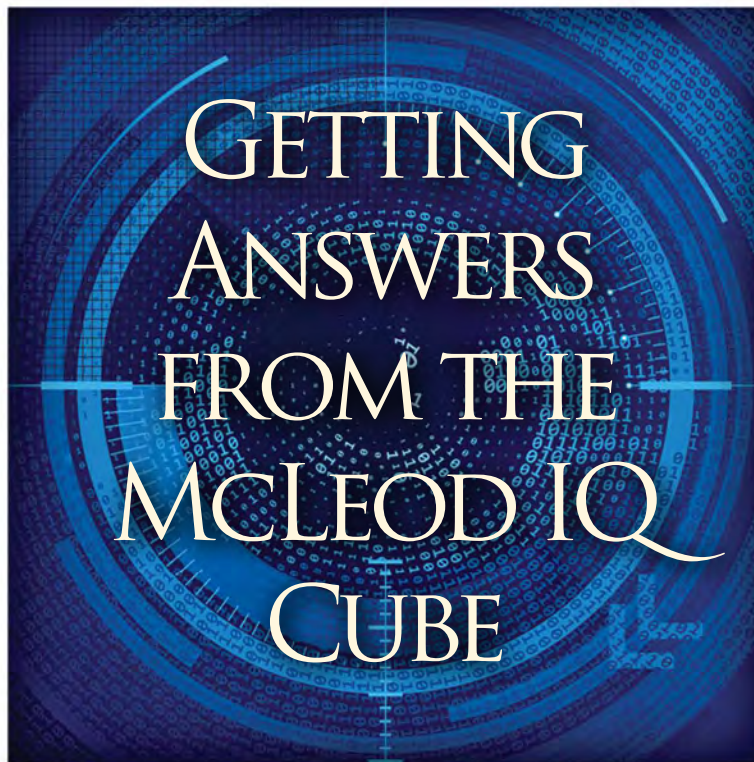


AN INTERVIEW WITH CRISS WILSON, VICE PRESIDENT OF OPERATIONS AT BARTON LOGISTICS

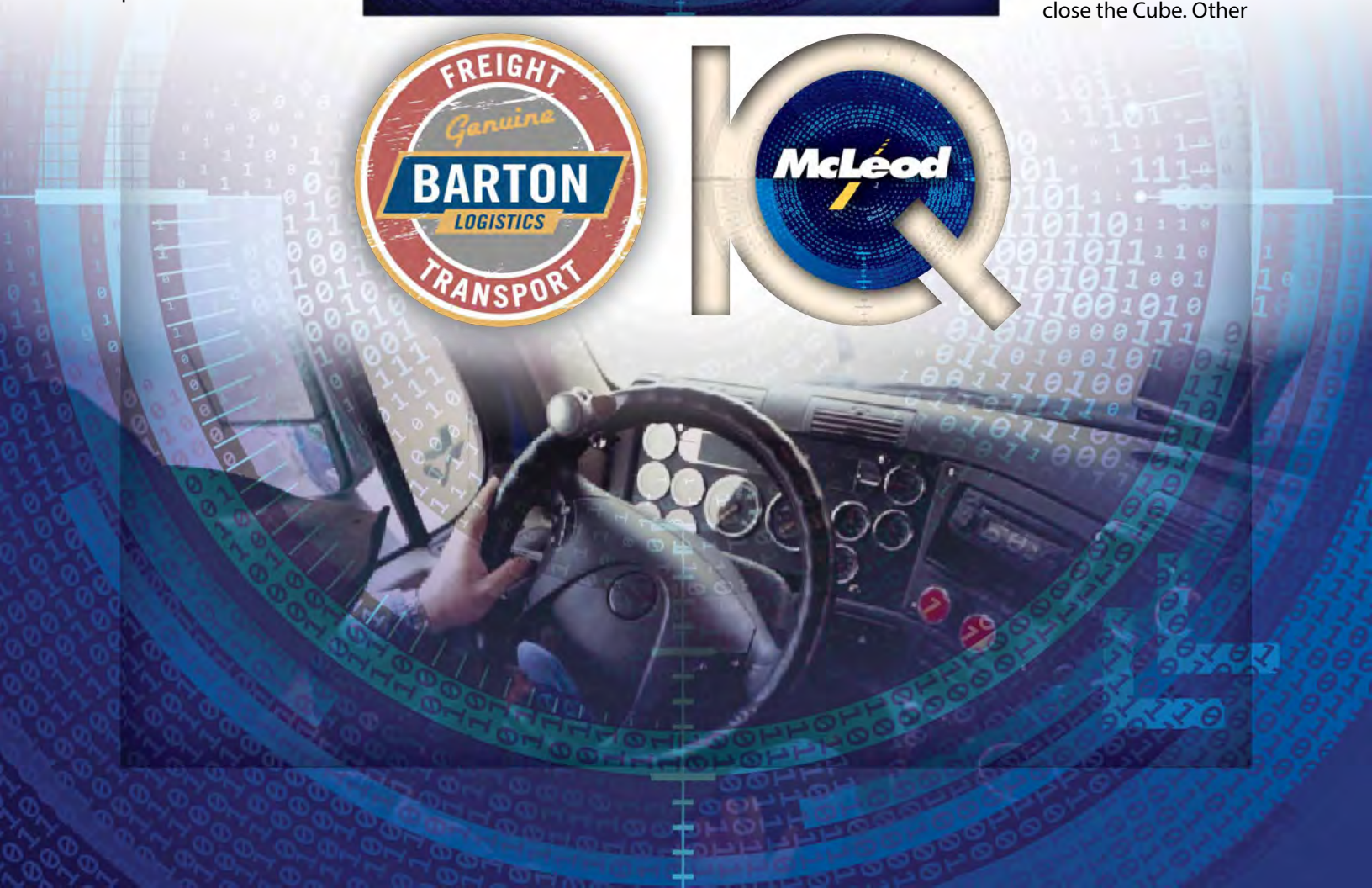
How do the members of your staff interface with McLeod IQ?

We use Excel's Power Query interface and Excel Pivot Tables. The Pivot Tables update every hour on the hour. If you're curious to know why a number is better than it is, you can use a Pivot Table to drill down into the data to look for underlying patterns.



Is everyone using McLeod IQ to investigate and dig deeper into the data?

I've found that some people use the Data Cube to do nothing more than confirm their performance numbers. They want to see whether or not they're tracking to target. They look at the number and they close the Cube. Other



people are more what I call “critical thinkers.” If they see that they’re not tracking to their targets, they’re double-clicking to find out more. They’re wondering, “What’s the reason behind this? Which customers are giving me the business volume I need and which ones aren’t?”

How do people manipulate their view of the data to get answers?

I can give my dispatchers a canned report, but they may want to see something a little different than the way I look at it. The Cube offers them the opportunity to drag and drop data elements, column headers, measures, row headers, and what we call “slicers,” which are filters basically. For example, they can look at all of the transactions for a revenue code, and they can slice on the account team that generated that revenue. Then they can further limit the results to just the customer IDs that they want to see.



Can you give an example of how McLeod IQ has helped Barton Logistics?

Say that a process is working two thirds of the time. Maybe I double-click on something to dig deeper and find out what would work to make the process work all of the time. For example, the multiple perspectives we gain through the Cube helped us determine that our pricing was off some of the time because we weren’t using a trend analysis on rates. We were bidding on our perception of the market, not on hard data about the market.

Another thing is that I can know in useful time any developing trends that are emerging. This has had a dramatic impact on our cash flow cycle. We used to think that we were doing fine if we had no aged receivables and we were paying all of carriers on time. But that way of thinking misses a vital opportunity. Money moves at the speed of light in this economy. If you rely solely on standard monthly reporting, a cash flow problem can sneak up on you. We’ve used the Cube to mine the data around our accounts payable. The result is that we’ve

moved from managing cash flow monthly to managing it weekly and even daily. We’re in the process right now of gaining an hourly perspective. This has made a huge difference for our business.

Do you have any advice for getting started with McLeod IQ?

Take a KPI that you’re used to looking at, that you truly understand, and recreate it in the Data Cube using Excel Pivot Tables. Ask

yourself, “What have I always wanted to know about this KPI, but was never able to answer, because I had only this two-dimensional report or this very limited data. For example, say that you’re earning target margin on Monday, Tuesday, Wednesday, and Thursday, but on Friday, you’re getting hammered. Double-click on Friday and see what you can learn. What time of day are you doing these transactions? Are they in the morning or the evening? Are they transit times of 3 hours or 3 days? Does geography play a role? Play with the data, explore potential root causes and relationships, and see what it tells you.



**We can help you
and your business *do more,
more profitably, today!***

T H E A B I L I T Y T O D O M O R E