

LOGISTICS MADE EASY



GO-TO TRANSPORT'S
GREEN BAY OFFICE USES
MCLEOD SOFTWARE
AND TRANSCORE DAT
TO SUPPORT RAPID
GROWTH

BY TERRI PROKASH | VICE PRESIDENT OF LOGISTICS AT GO-TO TRANSPORT

Go-To Transport is headquartered in Bay City, Michigan, and we serve shippers who need freight carried to all forty-eight contiguous states and Canada.



After operating strictly as an asset-based business for several years, we began brokering freight in 2006 out of a new office in Green Bay, Wisconsin. In addition to handling the logistics side of the business, the Green Bay office manages a portion of the sales for both sides, while also finding loads for some of our own trucks.

The efficiencies we've achieved through the combination of PowerBroker and DAT have been substantial by any measure. Since going live with PowerBroker and DAT Connexion in June of 2012, our brokers have almost doubled their per-day output. July of 2012 through January of 2013 gave us the best six-month period ever, and we handled this leap in volume without adding a single broker. We never could have covered all of this freight without the increased efficiency that these valuable software tools enabled. PowerBroker and DAT have proven to be indispensable for keeping pace with our growth.

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Our goal at Go-To Transport is to provide our transportation partners with a responsive, innovative, and results-oriented company. Every member of our Green Bay staff strives to meet this goal, and their efforts are supported by access to tools from McLeod Software and TransCore DAT®. We've been using DAT Load Boards, CarrierWatch®, and DAT RateView™, formerly Truckload Rate Index, for several years. In 2012, we added McLeod's PowerBroker™ system and installed DAT Connexion, an integration tool that provides us with a seamless interface between DAT and McLeod. With the integration in place, we have easy access to DAT data while working in PowerBroker.



HOW WE USE DAT

Our logistics business has been relying on DAT Load Boards, CarrierWatch, and RateView Index for years. We post our brokerage freight and develop our carrier base through these tools. We also post our trucks and search for freight. Here is a closer look at how we use each DAT product:

- **DAT Load Boards**

We use DAT Load Boards to post loads to the boards for our carriers. The benefit of posting loads on DAT is that it's the largest posting tool available. The tool blankets the market, so it's a highly effective way to find carriers for our loads. We know that we're getting to every truck stop and every carrier. Our brokers also occasionally search on DAT Load Boards to find trucks to cover their freight.

When staff in our office need to load the company trucks, we use DAT Load Boards to search for loads and post our trucks. For example, say that one of our trucks is empty in Houston and none of our customers have loads coming out of there right away. We want to find a load out of there, so we post the truck to DAT Load Boards and we also search for loads out of Houston on DAT to see if we can load that truck.

- **CarrierWatch**

The logistics side of Go-To Transport was started from scratch, so we faced the challenge of building a solid carrier base, and DAT was our way of doing that. We would post our freight and find a carrier to cover the load. Then the next time we had a similar load, instead of immediately posting it, we would go back to the same carrier to see if they wanted it again. This is one way we'd get an ongoing relationship started

with a new carrier. We also frequently cold-call carriers that we've found on DAT. The result is that we've established close to 90% of our carrier base through DAT tools.

Managing a large carrier base can be difficult, but DAT CarrierWatch simplifies the work involved, particularly around safety. Go-To Transport has clearly defined restrictions concerning carrier safety ratings. CarrierWatch tracks carrier safety data and gives us direct visibility into the safety ratings of every carrier we're using. If the safety score for any carrier changes, we know about it instantly. Safety is one of our top priorities, and CarrierWatch ensures that we are never caught using a carrier that has insufficient ratings.

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- **RateView, formerly Truckload Rate Index**

DAT RateView puts rates at our fingertips. If a customer calls and says, "I need a rate from point A to point B," we can provide an answer immediately. The variety of information that is available through this tool is excellent. We can see contract and spot market rates, data concerning fuel surcharge and accessorial, and more. DAT RateView allows us to respond quickly to requests from customers, and this ability to act fast is essential in our industry.



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

STEPPING UP TO POWERBROKER

When we first started brokering freight out of the Green Bay office, we used a generic transportation management system (TMS) that didn't have the versatility and adaptability to accommodate our growth. As our volume increased, it became clear that we would need to invest in a system

that could support our business goals. After looking at the range of options available, we settled on McLeod's PowerBroker system for these reasons:

- **It's easy to use.**

The PowerBroker user environment is remarkably intuitive. It takes almost no time to show people how to use the system. Everyone on our staff was able to work with the software right away. It was really hard to train people on the previous system, because it didn't flow logically, and people found it aggravating. McLeod software has a logic to it, so one task flows into another and the information you need is quickly accessible. It's easy to train people on PowerBroker, because they can see what's happening. In the old system, you had to look in one place to find the truck, another place to assign the load, and another place to print the dispatch. It was cumbersome, time-consuming, and inefficient. PowerBroker's ease of use helps us retain good employees, because they feel confident in their ability to use the system to get their work done. It helps them succeed.

- **Everyday processes can be handled faster.**

The work processes that we use every day can be done in less time with PowerBroker. For example, it takes much less time to enter new carriers and new customers. If we need to view the history for a specific

customer, all of that data can be pulled up with a single click. Another good example is accessing history on repetitive loads. We have shippers that give us the same loads over and over again. All we have to do is hit a button and everything is there—the carrier that hauled it last, their rate, their current safety rating, and more. We no longer need to navigate in and out of multiple databases to gather the information needed to manage one simple task.

- **We have access to a broader range of data.**

The range of information that we have at our fingertips in PowerBroker is remarkable. We can look at data by account and by region. We can view performance statistics for an individual employee and for the entire

company. Revenue can be broken down into shipped revenue, delivered revenue, billed revenue, and gross revenue. We can check on margin, movement counts, service failures, and much more. The extensive range of options for data collection and display gives us an encompassing view of our business.

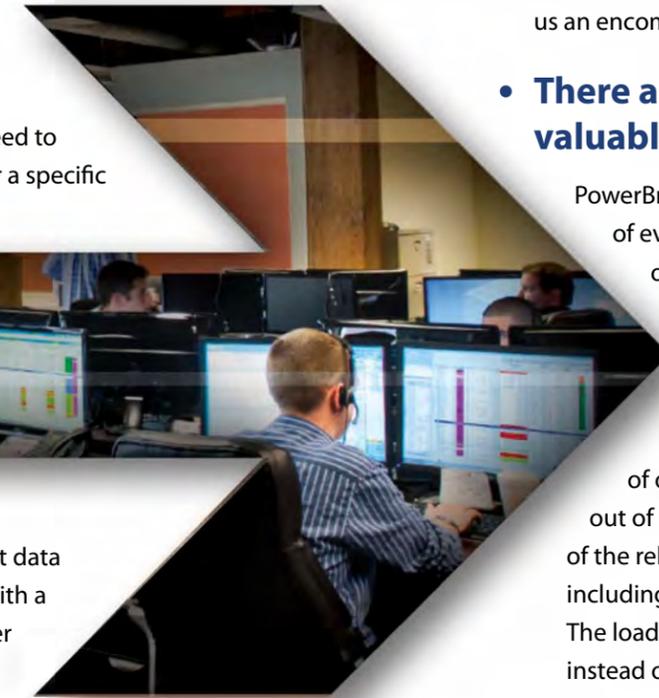
- **There are so many valuable features.**

PowerBroker provides valuable features of every shape and size that make our jobs easier. Here is only a sampling:

- **Load Offer**—The Load Offer feature greatly simplifies the work of covering loads. If one of our brokers needs to cover a load out of Milwaukee going to Atlanta, all of the relevant information is right there, including history, carriers, rates, and more. The load can be offered via fax or e-mail, instead of phoning, and it can be offered to multiple carriers at once.



- **EDI**—Some of our partners require that load data be transmitted through EDI, so we must have that capability in order to win their business. McLeod's EDI capability makes it easy to conduct EDI transactions with both shippers and carriers.
- **Rapid Alerts**—We use McLeod's Rapid Alert Notification System (RANS) to ensure that the information is in the right place at the right time. RANS is a software tool that allows us to have notification messages about chosen critical events sent instantly to specific individuals. For example, we want to keep carrier rates under a set limit, so if someone on our staff books a load with a carrier at a rate higher than the threshold we've set, a Rapid Alert goes out as soon as the carrier's rate for that load is entered into the system. We know instantly about the load, so we can intervene before the transaction is finalized.
- **Lane Analysis**—We can look at our lanes from every angle, and this is important because some lanes are clearly more profitable than others. Lane Analysis gives us data on revenue, density, carrier rates, operating ratio, and much more.
- **Brokerage Vital Signs**—Vital Signs is a great feature in McLeod. These are the most important statistics concerning business performance. We track these in real time and make them visible to the entire team. Everyone in the office can see exactly how we're performing at any moment in terms of revenue, margin, load count, and more.



INTEGRATING MCLEOD AND DAT THROUGH CONNEXION

DAT Connexion web services makes it possible to access all of our DAT tools while working in PowerBroker, and that boosts efficiency even further. We had the DAT tools before acquiring PowerBroker, and we chose to add DAT web services because we knew we wanted our staff to be able to enjoy the same ease of use for everything once PowerBroker was installed. Prior to the integration, our brokers had to toggle back and forth between DAT and our

original TMS. They had to go out of one and into the other. The lack of integration slowed us down.

Now if they bring a carrier up in PowerBroker and want to check the carrier's safety ratings, it's a snap, because the DAT integration feeds that data from CarrierWatch right into McLeod. The integration is truly seamless. With the safety data and insurance information from CarrierWatch accessible through PowerBroker, our brokers can see everything they need to know about each carrier instantly.

One way PowerBroker presents data is through color codes, which reveal needed information at a glance. Here's a good example of how this works. Our brokers become familiar with our regular carriers, so generally we know them by name and we wouldn't need to double-check to make sure a particular carrier is already cleared and set up in our system. However, that's not true in every single case. Sometimes, one broker wants to use a new carrier that someone else may have brought on board, so the carrier is unfamiliar to this broker. With Connexion web services in place, PowerBroker can let the broker see instantly by color code whether or not any carrier is already entered into CarrierWatch. Previously, we had to go to much more trouble to determine whether or not an unfamiliar carrier was already set up in the system. This was wasted time and energy.

Connexion also simplifies the process of posting freight, because we can now post our freight to DAT through PowerBroker, instead of switching between systems. All that's required now is clicking a button in PowerBroker, and the freight we want posted is fed straight into DAT Load Boards.

The integration also means that orders from DAT Load Boards can be entered and accepted through McLeod. We no longer have to toggle between tools, and this applies to rate data as well. If a customer needs a rate, we can access it through PowerBroker instantly, because the DAT integration provides a direct link to DAT's RateView (formerly Truckload Rate Index).

MCLEOD AND DAT—A POWERFUL COMBINATION

There is no shortage of competition in the transportation industry, so it's important to be constantly striving for improvement. Our strategy at Go-To Transport is to be responsive to our partners, find innovative solutions to our challenges, and focus on obtaining concrete and tangible results. A key component of our success has been the boost in efficiency that we've gained from McLeod and DAT. These software tools work together to make our work processes run more smoothly than ever before. Transportation logistics is an extremely complex business, but McLeod and DAT make it seem easy.

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