

**GPS Integrated by  
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## A Vision of Profitability



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How GPS Integrated Streamline Your  
Operation for Greater Efficiency, Reduced  
Costs & Higher Margins.

# Foreword

The purpose of this document is to provide you with insight into the current economic evolution and how your operation can not only survive the changes but profit from them. Perhaps this is easier said than done thanks to the constantly rising costs of manpower and fuel, etc. But we have technology that affordably automates your operation so you can compete in this new millennium.

Our Vision is to empower transport companies of all sizes with the latest in high technology at a reasonably priced cost. Our goal is to help you automate your company utilizing our software and technical expertise so that your organization can be at the top of its class, delivering the best service possible, growing into the type of company that you want yet still maintain your bottom line. In essence we want to assist you to take your company to its next level of growth and expansion without the headaches, and problems inherent to endeavors.

GPS Integrated delivers integrated software and hardware solutions that automate communication, scheduling, loading, delivery and pickup in real time increasing the efficiency of your staff from dispatcher to driver to customer service representative. You might be surprised to learn that our technology meets the standards and even surpasses you for a fraction of the investment.

Whether you are an Transporter, own a Distribution and Delivery operation or run a smaller fleet of vehicles, Our technology unlocks the future and clears the way for increased revenues and production.

# Current Scene

The movement of freight from one point to another has evolved from man to Asset. It is a manual back breaking labor intensive job. The shipping industry fights profitability on a daily basis as margins shrink and costs (especially fuel and manpower) escalate. It is historically not an industry of innovation leadership. The old traditions die hard and inevitably cause defeat. The world moves forward as those old reliable traditions require change to deal with change. They inevitably hold back the future and not only the traditions but the organizations that hold on to them die as well.

Trucking/shipping as an industry is not known for its leadership in technological innovation or for recognizing the value of information as a market differentiator. It is made up of operations people: drivers, dispatchers and a distribution center. It is an industry ingrained with “doing it the way we always do it”.

Over the years the transportation business has evolved or has it? Or to put it bluntly, what business are we really in? Are trucking companies today much like those proverbial buggy whip manufacturers eventually phasing out to a new different order of industry? Can your operation compete with the level of service that shipping industry leaders have created?

These are the questions to ask yourself as you examine your company and determine for yourself how we can help you accomplish greater efficiency, profitability and maintain high levels of service thereby creating happy customers.

You are no longer simply transporting boxes or people or freight of any kind. You are in the business of moving Matter (boxes, freight, people, et al) using Energy (the resources to move Matter) through Space and controlling Time. How efficiently you do this greatly depend on the processes and information systems you employ to track, route and deliver.

The better those systems, the better your control, the more efficient and profitable you become.

# Communication Revolution

We live in a world of increasing complexity and speed. In few short years a communication and interactive revolution has taken place right in front of our eyes. The companies and institutions that have succeeded have been the ones that have taken advantage of the available technical expertise and put it to good use expanding their companies multifold.

Simultaneously, many companies have not been able to even put their oars fully into the water due to high costs of getting and implementing these technologies that in the long run will help them achieve the financial gains they require and desire.

With the advent of the Internet and cost effective wireless data communications, information exchange as we know it changed radically and almost overnight. Suddenly everyone had access to information and systems that previously were only for the “big guys”. The playing field had changed. The dot com bubble might have burst but only for those who did not or could not understand the full value and impact of the Internet and what it means to literally millions of companies and individuals.

The Internet and cost effective wireless data communications puts information at your fingertips. It is easy to access and levels the playing field for everyone. The trick is how to use it. The Internet is like this vital universal resource that could be tapped into with the right vision and the right tools. And that is what GPS integrated set out to do to help industry get costs, planning, routing, communication, customer service, etc. not just under control but improved to the extent that all companies employing the technology would enter this new era with high standards of service and profitability. These two facets are usually in opposition to each other but no more.

Our mission is to discover how we could take advantage of this communication revolution and give our clients the ability to access and post information that increases their efficiency and thus lead to greater profitability...

How could a piece of software change all that. How could systems and procedures streamline an operation in such a way as to make for respectable margins? The tools were all there – the internet, PDA's, cell phones, etc... . But something had to link them up, automate complex calculations and computations and make them all talk to each other in real time. And that's GPS Integrated.

# The World of Logistics

GPS Integrated is developed for the world of logistics. There are several definitions for logistics all of which apply to our industry and believe it or not especially the military one. You will see how they all apply.

## **Logistics:**

- 1. The planning and implementation of a complex task**
- 2. The planning and control of the flow of goods and materials through an organization or manufacturing process**
- 3. Military planning and organization of the movement of troops, their equipment, and supplies**

Taking these definitions one by one will illustrate how you can most optimally employ GPS Integrated in your operation.

### **1. The planning and implementation of a complex task**

Your business is logistics. The task of moving freight or Vehicles or Assets or even people from point A to point B necessitates planning and scheduling in order to complete the task. Delivering freight at first appears to be a rather simple operation. But when you take apart all the various steps from scheduling to loading and dispatching to delivery it is rather complex in implementation.

### **2. The planning and control of the flow of goods and materials through an organization or manufacturing process**

Let's take the materials (boxes, freight, etc.) from your warehouse or terminal and deliver them to your customer. GPS Integrated goes to work immediately working out scheduling route sequencing for pickups and deliveries. Drivers, dispatch and

CSR's know exactly when the materials will be delivered.

### **3. Military planning and organization of the movement of troops, their equipment, and supplies**

At first glance this may sound a bit much but think about it. The movement of cargo especially with On Time delivery standards is just as precise a procedure as any military maneuver. Your war zone is your customer's manufacturing area where he has time precisely exactly when he will need the parts you are delivering. It's a war on time, on distance, on the idiosyncrasies of the road and most of all a war on nerves. Here you have customers calling for ETA's, CSR's doing their best to find out when the deliver will finally get there, dispatchers are pulling out their hair and drivers seem to always be stuck in traffic.

Imagine for a moment if there was an affordable system that could most readily plan the best routes taking into account traffic and road conditions, update the scheduling board, reroute drivers as new information comes in and easily notify your customers when they can expect their shipment to arrive , all done automatically in real-time. Real-time means your shipments have accurate up-to-the-minute information - you always know where your trucks are, what they have delivered, picked up with the best possible routing, on time delivery at the best price.

Fortunately, you do not have to imagine. GPS Integrated has this only logistics system available today that simultaneously offers real-time routing, delivery and dispatch, delivery and pickup information to dispatchers, drivers, customer service reps (CSR's), shippers. Logistics nightmares are over. It is all about logistics and making your operation run smoothly with room for expansion.

# Impact on Dispatch

Okay perhaps the image of the green eye-shielded clerk, pencil tip to his tongue surrounded by an avalanche of papers and maps is a bit out-dated. But how far have we really come? Is the computer at your dispatcher 's desk working to make his or her job easier? Or is it one of those conveniences you can do without. How modernized is your shop? How much is still manual "mechanized" procedures and activities?

The old adage that time is money has never been more true than today. There is not time for error, there is no time for mishap and most importantly there is not time for poor routing and planning.

GPS Integrated is geared up to handle thousands of vehicles How many trucks can your dispatcher handle?

All this information is rapidly processed optimizing routes, hours, equipment, drivers and load for highest standards of delivery service.

# Impact on Drivers

Your driver sits in traffic gnashing his teeth. He is behind schedule. His cell phone keeps ringing and now he is stashing it under the seat. He doesn't want to talk to anyone let alone the dispatcher asking him where he is and when he will get there and the customer is calling complaining and and and... The driver thinks "there's got to be a better way."

GPS integrated System looks at all orders coming in location, truck type, etc. depending on the customer specifications. This dynamic optimization of your entire operation so deliveries do not overlap and routes are planned out in advance based on current road conditions and delivery times. Routes are carefully structured based on history as well current information in order to determine ETA's.

Your drivers are provided with updated routing and traffic information so they can avoid congested areas before they hit them. This translates into drivers being able to make more stops than ever before. It means savings on fuel and time and manpower. Most importantly it means happy customers

# Impact on Customer Service

Where's that truck? What do you mean, you don't know? How can you not know? I've got XYZ customer on the phone wondering where his delivery is. The one that was supposed to be there this morning and its now 4! How can his cell phone not be working? Do you know how much this is costing us?

Sound familiar?

Customers wonder if you can, do it, why can't you? They expect an increased level of customer service that these industry superstars provide on a daily basis from all of their providers. The tracking of packages is as important as receiving the package itself! Don't believe it? Ask your CSR's what they got through in placating customers and how the customer reacts when the information is not instantly provided.

Even the "little guy" is hit with this and probably hit the hardest. Instead of the above scenario CSR's have up-to-the-minute real time information right at their fingertips. Travel times and locations always available, the result - no more frantic CSR's, they are just doing business as usual.

Technology of this nature is usually expensive from implementation to maintenance; it all comes off the bottom-line. GPS Integrated wants to be your logistics partner, so you can provide these levels of service and stay within your budget.

# Impact on Customers

Waiting! Finger tapping, hands clutching, pencil biting, pacing waiting, the mantra of the overworked traffic manager. He calls, he calls and he calls again. Where's the truck. The assembly line is frozen till those parts come in and manufacturing is shouting and management is shouting and our Traffic Manager is wondering two things:

- a) Why did I choose this job in the first place and
- b) Why did I choose that blasted trucking outfit?

But you know if you are with GPS Integrated those calls become an anomaly and our friendly Traffic Manager is recommending your company to all his buddies because "you guys are always on time and if not you let me know way in advance and I can keep everyone happy."

The key to expanding your business is satisfied customers. And the key to satisfying your customers is providing them with easy to access information about their shipments. Your customers can log in to your web site and in real time to check shipment status. They will see where their shipment is and when it will arrive. They can see what is going on and don't have to keep calling. This provides them with a sense of control and prediction - and makes for very happy customers.

# Impact on Customers

While the world has changed and continues to make optimal use of technology certain industries such as shipping still rely heavily on manual methods. It is imperative that you as a shipping executive understand to what degree the world has changed and how this has influenced your industry.

As an example: just in time manufacturing requires just in time delivery. Manufacturers need to know to the moment when their shipment will arrive and get into the system. Therefore shipping company deliveries have to work to precise scheduling.

Every now and again there has been technological change but not innovation. The horse and buggy era went to rail, trucks, ships and jets only because the transportation changed not because it was pushed by the shippers themselves who took advantage of these transformations.

Shipping information is as important as moving the package.

Technology has the ability to assist efficiency greater than ever before. By reducing the manual workload, less people are required to do the same or more work. Up-to-the minute routing increases the number of stops.

As an executive there are several key points regarding the automating of your current processes and systems.

- 1. Reduce costs**
- 2. Increase efficiency**
- 3. Drivers make more stops**

We empower your company to operate at the high level of service. In essence we automate the supply chain. We enhance your infrastructure and streamline your operation moving your operation from points of disconnection to full two-way connections. It's like getting a new truck as opposed to getting a new horse. The difference is that dramatic.

The transport industry is composed of two facets, the shipment itself and accurate information on said shipment. Thus even into this ever changing more sophisticated world, products still must move from A to B but we help you do it more efficiently and most importantly more profitably.

GPS Integrated not only helps you stay in business profitably but enables you to create unprecedented expansion. Call to find out more from one of our real time logistics specialists today!

# Benefits

- Increased Driver Productivity
- Real-Time Dispatch Tool
- Decreased Overtime
- Reduced Fuel Expenses
- Improved Customer Service
- More Accurate Billing
- Validation of Service Calls
- Benefits of a Virtual Time-Clock
- Lower Insurance Costs 5-15%
- Decreased Driver Speeding