



Pacific Transfer



Company Profile

- Pacific Transfer
Website: www.pacifictransfer.com
- 35-driver intermodal trucking company
- Based in Honolulu, Hawaii

The Challenges

- Replace paper-based and homegrown accounting system
- Increase margin contribution from intermodal trucking division
- Eliminate manual dispatch process
- Recover unbilled revenue
- Reduce billing cycle
- Improve & manage peak-season capacity constraints

Outcomes / Results

- Gross revenue increased 25% in 2 years, with no additional headcount
- Reduced accounts receivable cycle
- Improved customer service / satisfaction by providing easy access to data
- 30% increase in average number of dispatches/day/driver
- Labor ratio decreased from 34.3% to 28.7% of revenue
- Reduced workload in dispatch enabling an improved driver-to-dispatcher ratio
- Revenue per man hour increased by 38%
- Margin contribution from intermodal trucking division increased from negative to over 13%

Using Trinium's application suite, Pacific Transfer achieves drastic business improvements

The Challenges

Headquartered in Honolulu, Hawaii, Pacific Transfer is one of the premier intermodal trucking companies servicing Hawaii since 1978. The company operates a fleet of 35 company-owned tractors servicing the local steamship lines, supermarkets, distribution, and retail customers.

The company had long operated under a paper-based system, along with Excel and a homegrown accounting system. In 2004, Pacific Transfer identified a need to improve their business by adopting a new enterprise software application to run their intermodal trucking operation.

The company identified the following business reasons to acquire a new system and went into the market to evaluate software applications available:

- Low margin contribution from intermodal trucking division
- Revenue recovery issues – estimated 5-10% of revenue not being billed
- Manual dispatch process
- Long billing cycle
- Poor efficiency hampering growth opportunities
- Customer retention issues
- New customer acquisition issues
- Constrained capacity during peak season

"We defined our functional requirements as we approached software vendors for demos. We chose Trinium as they were the best functional fit for intermodal trucking and they seemed focused on partnering with us to drive best practices throughout our company," said Chris Redlew, operations manager at Pacific Transfer.

Best Practice Solution

Pacific Transfer selected the Trinium enterprise system, Trinium-TMS (Transportation Management System), which included core functionality such as order management, dispatch, safety, billing, driver settlements, auto-rating, equipment control, and management reports, which enabled the company to quickly automate their key business processes.

To enhance their ROI, the company also implemented the following Trinium modules:

- **Trinium Document Imaging Module** – provides the capability to scan and index all applicable documentation against an order in the trucking system, enabling easy document retrieval, rendition printing of documents with invoices, email invoicing, and document retrieval via the company website for customers



Best Practice

CASE STUDY

“In the past few years, we have transformed our company and the mindset of our employees, from a company that used very little technology to a company that is now using technology in every aspect of our business to gain internal efficiencies and a competitive advantage in the marketplace. Trinium has been a large part of our company’s recent success,” said Redlew.

- **Trinium Event Management Module** – provides auto-notification functionality via email, enabling the system to automatically send an email to a customer when the status changes on an order, i.e. Container Delivered. This module also provides auto-emailing of reports to internal users or customers
- **Trinium Weblink Module** – provides track and trace functionality, and document retrieval functionality from
- **Trinium MobileComm Module** – a Java-based application deployed to a driver’s cell phone that provides real-time dispatch communication to / from the dispatch module. In April of 2005 the company went “live” on the Trinium application with the plan of ramping up the end users on system usage and shortly thereafter monitoring progress to align the implementation process around their business goals.

Outcomes / Results

The company was able to successfully implement the Trinium application suite with the following impressive results:

- Gross revenue increased 25% in 2 years, **with no additional headcount**
- Reduced accounts receivable cycle
- Improved customer service/satisfaction by providing easy access to data
- 30% increase in average number of dispatches / day / driver
- Labor ratio decreased from 34.3% to 28.7% of revenue
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Keys to Success

Pacific Transfer identified the following keys to a successful implementation. “For us it was primarily about selecting the right system from a proven vendor, clearly defining our processes to work with the system, and managing our staff throughout the change process,” Redlew explained.

- Change: Be sensitive to change management process for employees
- Trust: Gradually instill confidence in the new system
- Commitment: Strong management commitment and involvement in the project
- Focus: Management must stay focused on achieving ROI from the system
- Personnel: Sometimes changing employees or employee roles is required
- Process: Business process must adapt around what the system can do
- Auditing: Management must shift into a continuous audit mode
- Optimism: Driving business improvement with a new system requires skilled committed management preaching a positive message



About Trinium Technologies...

Trinium Technologies is a leading provider of enterprise systems for intermodal trucking companies. Trinium’s solutions focus on driving improved financial performance for its customers. www.triniumtech.com.