

Customer Success Story

Hartt Transportation Achieves Quicker Billing and Improved Back Office Efficiency from a Combination of TRANSFLO Products

THE CHALLENGE

According to Hartt CFO Joanna Bradeen, Hartt's back office did a lot of paper shuffling, filing, and re-filing.

Managing the physical paperwork was time consuming and inefficient. "We would handle the same piece of paper, a bill of lading for example, upwards of six or seven times in the process of billing and collecting," Joanna explained. Hartt knew they needed a solution to help streamline and automate this paper process.

THE SOLUTION



At a trade show in 2002, Joanna was shown a demonstration of TRANSFLO. As a result, Hartt implemented a basic document scanning and electronic imaging program. Documents were scanned and their images stored on the Pegasus TransTech ASP (Application Service Provider) data center.



"Our next step was to start using TRANSFLO Express truck stop scanning. We incorporated that into our system about four or five years ago," said Ben Opperman, Hartt's Business System Analyst.



In 2007, Hartt made improvements in their document management process by implementing TRANSFLO® Workflow from Pegasus TransTech. "Workflow automatically sends documents to the proper queues for processing," Ben explained. "So a billing or payroll person doesn't have to go and look up a document. It's already there. Now you don't have people looking for documents."

"When we turned TRANSFLO Workflow on we got an immediate, one-time \$2.5 million push on cash flow. We went from billing our customer in ten to fourteen days to billing on average in about three days," Joanna added.

More recently, Hartt's brokerage division has implemented TRANSFLO \$Velocity from Pegasus TransTech. The company uses \$Velocity to help its carriers quickly and easily submit invoices and supporting documents like rate confirmations and PODs in electronic form.

Hartt also uses \$Velocity to submit its asset-side carrier bills when it hauls for other brokers. Another application, TRANSFLO \$Velocity Connects links Hartt directly to its TRANSFLO database to automatically retrieve invoices and their supporting documentation to bill brokers. "We probably use every product Pegasus TransTech has right now," Joanna said.

THE OUTCOME

"TRANSFLO Express provided obvious cash flow improvements because we typically billed our customers more quickly," Joanna said. "By adding TRANSFLO Workflow, we were able to get everything coming into one system. Documents enter a work queue as soon as they were scanned and we could bill the customer the same day."

"Further, we opened the scanning to all the independent broker truckers. To get these guys to work for you, you need to be able to pay quickly. So to meet the market's demand we said that if you scan quickly, you'll be paid within 36 hours of the delivery date. And then they get direct deposit. This allowed us to grow the brokerage side of the business quite rapidly because we've got a good process and people get paid quickly," Joanna said.

Since 2002, Joanna's staff has increased by "maybe one or two people in total." During that same period, Hartt's fleet more than doubled in size. Joanna also noted that the company's 12-year-old brokerage business "exploded in the last five years."

Pegasus TransTech products including TRANSFLO Express, TRANSFLO and TRANSFLO \$Velocity have helped Hartt go paperless, speed cash flow and reduce the amount of back-office billing work by a factor of five since 2002.



About Hartt Transportation

Hartt Transportation of Bangor, Maine, is a 60-year-old, 600-power-unit, 2,000-trailer carrier that serves the lower 48 states, Ontario, Quebec, and Maritime Canada. With terminals in Maine, South Carolina, and Kentucky, Hartt serves various markets, most notably the beverage and water industries, but also automotive, retail, and paper. Hartt also provides 3rd party logistic services and long-term warehousing at all of its terminal locations.

