

A Vision of Profitability

How Cheetah Software Systems Streamline Your Operation for Greater Efficiency, Reduced Costs & Higher Margins.

Introduction

Once the province of large corporations, dedicated software systems that automate and streamline an organization's operations were considered cost prohibitive.

After all, the major players in the transport industry FedEx® and UPS® spend millions a year for their technology infrastructure. They have set a very high standard for the level of service that customers have come to expect in the pickup and delivery arena. Competing with that level of technology and service is at best daunting and created a problem for even the larger transport companies.



Developing this technology on an individual company by company basis is out of the question. Yet the unique characteristics of the individual operations make it difficult if not impossible to develop a “cookie cutter” approach to software systems.

What was needed was a new approach to the design of the software itself, the type of hardware needed and most importantly a new vision of how technology could assist the transport industry into the 21st Century. This is the point that international logistics expert Robert (Bobby) Darroll, Founder and CEO of Cheetah Software Systems started from. His more than 30 years of hands on experience in logistics, routing and scheduling formed the basis of his vision to give trucking companies of any size access to technology that would help them run their businesses more efficiently and profitably.

What Frederick Smith had done for overnight delivery and Federal Express, Bobby Darroll is doing for the entire transportation industry. Like Smith, Darroll conceived that the delivery of information was just as important as the delivery of the goods themselves – that knowledge about origin, whereabouts, destination, estimated time of arrival, price, and shipment cost was as important as its on-time delivery.

Forward

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 Cheetah Software Systems has created a proven technology that affordably automates your operation so you can compete in this new millennium.

Since 1987, the Cheetah vision has been to empower transport companies of all sizes with the latest in high technology at a reasonably priced cost. That said 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 such endeavors.



A Vision of Profitability

Cheetah 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 set by FedEx® and UPS® and even surpasses them for a fraction of the investment. Whether you are an LTL carrier, own a Distribution and Delivery operation or run a smaller fleet of vehicles, Cheetah technology unlocks the future and clears the way for increased revenues and production.

Current Scene

Our profession is one of the world's oldest (to turn a phrase). The movement of freight from one point to another has evolved from man to pack animal to horse and buggy to rail and ship to truck and plane to today's information age. 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 buggy whip manufacturer never realized he was in the transportation business and thus eventually could not compete. 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 Cheetah can help you accomplish greater efficiency, profitability and maintain high levels of service thereby creating happy customers. We are no longer simply transporting boxes or people or freight of any kind. We 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 we do this greatly depends on the processes and information systems we employ to track, route and deliver. The better those systems, the better our control, the more efficient and profitable we become.

Cheetah comes of age!

Communication Revolution

We live in a world of increasing complexity and speed. In 10 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 manifold.

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.



A Vision of Profitability

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 Cheetah set out to do to help our 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 at Cheetah was 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...

But 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 something is Cheetah!

The World of Logistics

Cheetah Software Systems was developed from the world of logistics. Our founder Bobby Darroll is a logistics expert. 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 Cheetah in your operation.

1. The planning and implementation of a complex task

Our business is logistics. The task of moving freight 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.

Cheetah's automated scheduling restructures your manual methods into an always up-to-the-minute centralized electronic scheduling board easily accessible by all personnel that need to know what is going on. And can easily be updated by routing personnel when routes or delivery events change.



**Improve efficiency
in the field by:**

- Increasing stops per day / per route / per driver
- Decreasing the number of vehicles & drivers required
- Reducing miles driven



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. Cheetah's automated system 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. Cheetah has the 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 and customers thanks to our proprietary software and hybrid system. Cheetah is field proven and deliverable today! Logistics nightmares are over. Cheetah is all about logistics and making your operation run smoothly with room for expansion.

There are four prime areas that Cheetah impacts in your operation: Dispatch, Drivers, Customer Service Representatives, Customers themselves and of course your bottom-line.

Cheetah harnesses technology and people improving efficiency, production and profitability.

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. Cheetah is geared up to handle from 10 trucks to 500 or 5000 or more. How many trucks can your dispatcher handle?



A Vision of Profitability

But the transport industry is not just about the driving of trucks -- We provide a detailed street-network environment. Every street has been digitized including the streets that trucks are permitted. The network also contains historical data including construction zones plus equipment and delivery specifications for a given customer, including size of order, type of truck or trailer necessary, size of cargo bay/loading docks at customer location, type of service (lift gate, etc.), delivery hours, etc.

All this information is rapidly processed optimizing routes, hours, equipment, drivers and load for highest standards of delivery service. Cheetah and one dispatcher can replace 4 to 6 manually overloaded dispatchers.

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 the driver thinks "there's gotta be a better way."

And there is... Cheetah equipped drivers have instant access to global positioning information either through their cell phone or PDA. But let's take a look at what happens even before the driver hits the road.

The Cheetah System looks at all orders coming in and automatically sorts them for size, 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 is 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.

Once your driver is on the road, any changes due to add-on work, cancellations or delays from traffic conditions are automatically input into to the system and ETA's are recalculated on the fly. 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.

That super-sized bottle of Maalox just might stay unopened!

Impact on Customer Service

Where's that d*mn 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 FedEx® and UPS® 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.

**Improve efficiency
in the office by:**

- Reducing the number of dispatchers required
- Consolidating dispatch into one centralized office
- Minimizing routes



A Vision of Profitability

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. ETA’s are regularly recalculated when necessary, travel times and locations always available, the result – no more frantic CSR’s, they are just doing business as usual. Cheetah’s proven technology is not only on par with industry leaders which puts you at new levels of service but actually enables your representatives to give more timely information than even the big guys. Technology of this nature is usually expensive from implementation to maintenance; it all comes off the bottom-line. Cheetah 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 d*mn 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 running Cheetah Software Systems 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. With Cheetah, 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.


Cheetah automates your shipping process from warehouse to customer for rapid re-information and status. The world of commerce is changed forever!

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.



Enhance your customer service:

- Customers can track pickup & delivery status on the web
- Reduce the number of CSRs
- Centralize CSRs into a single facility



A Vision of Profitability

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

1. Reduce costs
2. Increase efficiency
3. Less people can do more work
4. Drivers make more stops

Taking Wal-Mart as an example: Sears, K-Mart, etc. all sell the same things. What made Wal-Mart stand apart and topple those retail giants? They realized that the supply chain was their key to efficiency and means to cut costs. By streamlining the supply chain they were able to outsell the competition. They looked at things freshly without preconceived notions other than what is the best and least expensive way to get products to their customers. The answer turned out to be relatively simple. Through automated reordering, computers connected directly from the floor to the manufacturer, Wal-Mart could keep costs down thus keeping prices down thus increasing efficiency. They simply brought the concept of On Time manufacturing to the retail floor. The result was prices lower than the competition with better margins.

The magic of the Internet gives all of us this ability to connect directly from supplier to user and guess who it all depends upon – you the transportation company! You are the one that delivers the goods and supplies the service exactly when it is needed from manufacturer to retailer to user.

The problem is one of the ages, what is the best way to get to point B from point A and then on to C, etc. Let's take a look at how a company makes best use of the Internet for their business. We will call our company Mr. Widget (widgets are hypothetical manufactured articles).

So there's this guy in New York (Mr. Widget) who manufactures the best widgets on the market and they are in very high demand. In the past he might have gone through a distributor and this distributor would sell through his representatives calling on customers. But times have changed and the playing field is very different now. Mr. Widget no longer uses what we might call old-world communication conduits. He deals directly with customers all over the world. How? Through the Internet of course and other fast track means of communication that keep Mr. Widget in constant contact with his customers, suppliers and delivery.

Now some of Mr. Widget's customers use widgets in their products (OEM widgets) so these widgets must be delivered at very specific intervals to keep up with the customer's manufacturing process. Deliveries have to be on time and delivered to several locations.

The transportation company he uses employs the Cheetah Software System so that every pickup and every delivery is automatically logged, dispatched with optimal delivery sequence and everything accounted for including signatories so Mr. Widget knows for sure his products got where they belonged and when and at the best delivery price available.

Mr. Widget also has retailers who resell his widgets by the bucket load and those stores have to have a constant supply. Retailers order online through the ever present Mr. Widget web site and orders go automatically to the warehouse after financial approval (also automatic) and Mr. Widget contacts his various transport companies (all using Cheetah Software) to haul widgets all over the country. Some of the widgets are seasonal and have to be delivered right on time. And thanks to Cheetah, Mr. Widget always knows where and when his products are being delivered.

This is an example of the new model for doing business today. Manufacturers around the world are taking advantage of the new accessibility that consumers have at every level from B to B to consumer. All those products need to be transported. Guess who will get the work? Those transportation companies that make use of technology to enhance their operation and give real time delivery information and deliver ON TIME!



A Vision of Profitability

The old way isolated manufacturers from customers and eventually proved as highly impractical as well – buggy whips. Shipping was guess work and indefinite. Today's manufacturing procedures demand precision because it saves money and overhead. Warehousing is minimal; parts are used as they come in the door. But the caveat is that they must come in the door on time.

UPS and FedEx have created a worldwide presence because they do not just deliver boxes, they deliver information. They do call it the information age for a reason.

Cheetah empowers your company to operate at the same level of service as these industry leaders. 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.

Cheetah 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!

For further information contact:



Compsee
(800) 628-3888 (V)
(321) 724-4321 (V)
sales@compsee.com



Cheetah Software Systems
200 N. Westlake Boulevard
Westlake Village, California 91362



(800) 628-3888 • (321) 724-4321 – V • sales@compsee.com • www.compsee.com