



U.S. XPRESS ENTERPRISES, INC.

Cordys Automates Load Sharing Processes Within The Transportation Sector

Cordys Business Operations Platform optimizes revenue opportunities at U.S. Xpress

Customer profile

U.S. Xpress stands today as one of the premier transportation companies in North America. Founded in 1985, U.S. Xpress is the third largest privately owned truckload carrier with over 8,200 trucks and 21,000 trailers. U.S. Xpress has reshaped the landscape of transportation by developing revolutionary innovations that continually deliver unmatched levels of customer satisfaction.

Business case

With the demand for trucking services closely tied to the economy and fluctuations in fuel prices, margins can be low and U.S. Xpress is continually looking to increase the efficiency of its operations to ensure bottom line corporate success.

U.S. Xpress faced the additional challenge of acquiring several other companies and bringing together the disparate IT systems of these synergistic companies, which would remain on their own Transportation Management Systems (TMS).

U.S. Xpress therefore introduced a new effort to automate the value chain. The goal was two-fold:

- Gain better exposure of all the orders that are being submitted and processed by U.S. Xpress affiliated entities
- Gain maximum efficiency in order



processing and pricing by allowing each trucking entity within the U.S. Xpress umbrella to bid for each other's orders

Finally, with the driving motivation of future growth through M&A, it was critical that any solution must not only support current trucking entities but also facilitate future expansion, and that the solution has lower TCO and can be developed on a platform that supports rapid development.

"Cordys provides us with the opportunity to overcome our challenges with inter-system integration, on-boarding new acquisitions, billing and payroll - and will give us a higher consolidated view both financially and operationally."

Steven Cleary, CIO
U.S. Xpress



Solution

For its Load Bid Board (LBB) project, U.S. Xpress needed a business process-centric solution where each trucking entity could expose a set of orders in other trucking entities to the wider U.S. Xpress umbrella organization. Depending on the nature of orders and availability of equipment, any trucking entity is now able to accept one or more exposed orders or counter-bid an order. The final decision to award an order remains within the control of the original trucking entity that initially exposed the order.



Some of the key metrics U.S. Xpress can now track include:

- Accepted orders and orders declined
- Average order processing time
- Number of orders at various states within the order process

U.S. Xpress has also put in place a set of dynamic business rules that can be modified at any point in the order process, such as price tolerance and rate calculations.

Implementation

U.S. Xpress chose to implement Cordys Business Operations Platform (BOP) to design a seamless and scalable solution with a process-centric, loosely-coupled layered architecture.

In the first step, U.S. Xpress used a Master Data Management (MDM) model to create a virtual view of all the orders in various legacy systems. On top of the MDM Layer, U.S. Xpress built a set of dynamic processes and business rules to process orders.

They also provided visibility into these processes through a dashboard using Business Activity Monitoring (BAM). A web based user interface was developed to provide a single view of orders across LBB umbrella entities. Business users were empowered to change the behavior of the processes by dynamically changing the business rules on the fly, with minimal IT support.

U.S. Xpress completed the implementation of this top down BPM-centric development approach within 90 days.

Business benefits

The U.S. Xpress project allows its trucking entities to have a single view of exposed orders in near real-time – greatly reducing the average order processing time. The ability to share loads among various entities while allowing each entity to retain its own identity allows U.S. Xpress to move more freight for a large base of customers and gain additional revenue. Finally, it provides a complete auditing and tracking capability.

Benefits to U.S. Xpress include:

- Real-time view into exposed orders: overall reduction in average order processing time
- Visibility and monitoring of orders with clear, quantitative and factual data
- Automation of processes: increase in the overall bandwidth of the trained resources
- Long term cost reduction in order processing as new trucking entities are added
- Web-based user interface: ensures connectivity for remote operations and escalation for close monitoring of orders

Future

With Cordys BOP, U.S. Xpress can now move more quickly than competitors to bring on companies through M&A. In the future, the top down approach can be applied to a wide variety of strategic projects within U.S. Xpress, facilitating further business growth and creating an ongoing competitive advantage. And, as importantly, it bridges the gap between Business and IT enabling each to focus on their core competencies.

"The reasons for choosing Cordys were numerous, including their ability to quickly integrate disparate systems in a common view and overlay with business rules that are flexible and easily configurable by a business analyst."

Steven Cleary, CIO
U. S. Xpress