

Builders Transportation Uses McLeod's EDI Solution to *Drive Competitive Advantage*



**Builders Transportation
Company, LLC.**

Builders Transportation is a flatbed carrier that operates throughout the contiguous forty-eight states and focuses primarily on the eastern two-thirds of the country. Family owned and operated by the Phillips family since a six-truck operation was purchased in 1961, Builders now runs a fleet of over four hundred trucks. Builders uses McLeod Software's EDI solution for their operations in conjunction with McLeod's LoadMaster enterprise transportation management solution.

"We've been told by several large shippers that we have the best technology they've seen," says Dwight Bassett, chief financial officer for Builders Transportation. And what that means, says Bassett, is EDI. ***"McLeod helps us in all kinds of ways, but much of that is out of view from the customer's perspective. EDI is what the customer sees. It's almost like the front door of your store. McLeod's EDI solution ensures that our 'storefront' looks very professional."***

THE ABILITY



EDI (Electronic Data Interchange) is an electronic alternative to e-mail, paper, fax, and phone-based transactions, which companies use to exchange all types of information concerning orders. In the trucking industry, this capability can provide a significant competitive advantage, particularly given that it's required for doing business with some shippers. McLeod's EDI software goes the extra step, providing a broad comprehensive solution while making it easy for you to use.

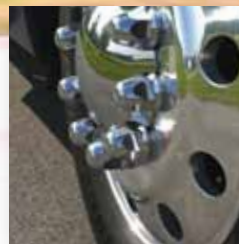
Bassett regards EDI capability as a powerful tool for both operations and marketing. In terms of operations, EDI simplifies everything. **"You don't have to enter the load manually,"** Bassett says. E-mails, phone calls, and faxes are unnecessary, which is good, given that those methods of

communicating load information with shippers are much more cumbersome and prone to human error.

Bassett notes that some of their customers require carriers to transmit load information to the shippers' websites. **"If you don't do EDI, you've got to update their website and you've got to update it probably three or four times for every load,"** he says. **"That's time-consuming, it's more vulnerable to human error, and it's not timely. McLeod's EDI solves all of this. As soon as the driver sends the information in from his truck, EDI can transmit it on to the customer."** Once the load is delivered, McLeod's EDI solution also helps to expedite billing. **"EDI makes you very easy to do business with,"** says Bassett.

That's also how EDI functions as a marketing tool for Builders. **"The big shippers want to do business**

THE ABILITY



via EDI,” says Bassett. ***“We’ve been with McLeod in excess of twenty years, but until about four or five years ago, we weren’t that aggressive about going out and marketing the fact that we could do EDI.”*** This changed a few years ago when Builders upgraded to McLeod’s new LoadMaster enterprise software from its legacy product. ***“We saw it as a value-added service that you can provide your customers,”*** says Bassett. ***“Getting connected to a shipper through EDI helps you become integrated with them. You’ve established a relationship that makes life a heck of a lot easier for the shipper.”***

For Builders, McLeod’s EDI solution is more than technology; it’s also people. “A lot of companies in the trucking industry struggle with EDI,” says Bassett. ***“Many of the big trucking companies will have an entire department devoted to EDI,***

but I think I’ve got them beat. I have easy access to highly professional EDI experts. It feels like they’re right down the hall from me, but they’re actually working at McLeod’s office in Birmingham, Alabama, and they only charge me when they’re doing work for me.”

Builders relies on the expertise of McLeod’s personnel to help with both new and ongoing accounts. ***“We encourage our customers to transact business through EDI and we typically get McLeod involved early in the process,”*** says Bassett. With new accounts, McLeod helps with the initial set-up and conducts tests to ensure that transmissions are working properly.

Once an account is up and running, the customer sometimes comes to Bassett with a problem. ***“Most of the time,”*** he says, ***“the problem is on***

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the shipper's side, but I have to be able to prove that. I call McLeod and they trace it down for me." In many cases, Bassett puts McLeod directly in touch with the customer. He can rest assured that the matter will be handled professionally by his **"staff in Birmingham."**

Bassett emphasizes that McLeod's EDI solution produces concrete results. The perfect example is the fact that Builders won the Alcoa 2009 Flatbed Carrier of the Year award. **"A big reason we got this award is that our EDI is so good,"** says Bassett. **"One of Alcoa's**



Dwight Bassett receives the Alcoa 2009 Flatbed Carrier of the Year award

metrics is data integrity. Our data goes all the way from accepting the load to shipment status records, to empty records, to billing. Our data integrity is impeccable. It's not 100%, but it's mighty close."

"McLeod is a very good company with excellent people," says Bassett. **"We rely on them and our customers don't always realize that McLeod is even involved. They think I'm doing it. McLeod makes us look so darn good to our customers. That's real value."**



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