

Transportation. Winning customer loyalty with wireless.



Highlights

- ***Puts realtime route tracking information at the fingertips of customers, reducing paperwork and operational costs***
- ***Integrates your new mobile access solution with your existing transportation system***
- ***Lets you develop and test prototype wireless solutions before rolling out on a large scale***
- ***Allows you to develop, manage and deliver Web and enterprise applications to a variety of handheld devices, via IBM WebSphere® Everyplace Suite***

Taking wireless access on the road

Wireless communications is transforming the transportation industry. Today's most successful distribution companies are using the Internet to give employees wireless access to order information wherever and whenever they want. In warehouses, the mobility of wireless handheld devices makes inventory counts easier. And it gives drivers anywhere access to important e-mail messages and rerouting itineraries.

The Wireless Web also puts realtime route tracking information at the fingertips of new and existing customers. By enabling customers to access your route system almost anytime, the Wireless Web can boost customer service and loyalty, while reducing paperwork and operational costs.

IBM is doing it today

IBM is taking a leadership role in providing the transportation industry with mobile solutions. Together with IBM Business Partners around the world, we can deliver a wide range of products, services and quality integrated solutions for trucking and distribution companies, enabling them to connect to virtually any device to virtually any network in a managed and scalable environment. Today, we're providing the IT infrastructure that transportation companies need to develop and deliver real e-business applications. Our proven services in the wireless arena include:

- *Consulting*
- *Integration*
- *Security*
- *Technology*
- *Operations*
- *Hosting and outsourcing*

The IBM Business Innovation, Strategic Outsourcing and Integrated Technology Services professionals will work with your transportation company to build solutions to fit individual needs.

Bring your e-business to the Wireless Web

IBM is prepared to help transportation companies make the move to mobile activities now, and provide a comprehensive wireless solution that can be integrated with your existing systems. To help you get started, IBM offers a comprehensive software platform—WebSphere Everyplace Suite—that integrates industry-leading technologies in a quality wireless solution tailored to the transportation industry.

IBM WebSphere Everyplace Suite allows distribution businesses to easily develop, manage and deliver Web and enterprise applications to a variety of devices, including wireless handsets, PDAs and other Internet applications. Capable of integrating both wired and wireless technology, WebSphere Everyplace Suite gives you flexibility, centralized management and scalability.

Mobile delivery solution

IBM features a new offering in mobile delivery solution route automation technologies called Track & Trace. This software is designed and optimized for the handheld environment. Your drivers and sales representatives will have an intuitive, easy to use, and functional system, allowing them to:

- *Monitor activities easily*
- *Review product and order information*
- *Adjust invoices*
- *Track product returns*
- *Control inventory*



Quick Start Engagement for Track & Trace

IBM Quick Start Engagement for Track & Trace lets you test a pilot program with chosen customers before rolling out on a large scale. IBM will help you get to market quickly. The Quick Start Engagement for Track & Trace will also empower your automated wireless business by:

- *Systemizing your order-taking procedure*
- *Providing direct access to sales efforts and customer records*
- *Improving internal efficiency*
- *Developing route optimization and mobile delivery functions*
- *Initiating load and checking functions*
- *Establishing inventory counts from your warehouse or distribution center with bar code scanning devices*
- *Eliminating stacks of paperwork and redundant data entry*



Additional benefits in “going wireless”

When you provide field representatives and customers with more immediate access to your e-business systems when and where they need it, you can help to increase sales, better customer service, and lower costs. By extending your distribution systems to users virtually wherever and whenever, you increase the value of your investment in those systems through more current information for everyone. Other key benefits may include:

- *Improved accuracy for sales/delivery and remote inventory checks, which can be updated in realtime*
- *Easier to track items*
- *Expedite customer billing cycle*
- *Reduce administration costs*
- *Higher levels of customer loyalty and confidence in your ability to deliver orders promptly and correctly*

IBM is ready to help you enter the mobile world

As more companies embrace wireless technology and its benefits, the signs of enhanced productivity, increased sales and improved communication will become clearly apparent. Ultimately, it will be the companies that embrace wireless computing first that will step ahead of the pack.

For more information

Learn how you can extend your company's distribution systems to gain a competitive advantage. To read about our wireless experience in this industry, visit ibm.com/industries/transport. For more information about IBM Wireless Solutions, visit ibm.com/pvc or call your local IBM Representative.



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