ROI Framework

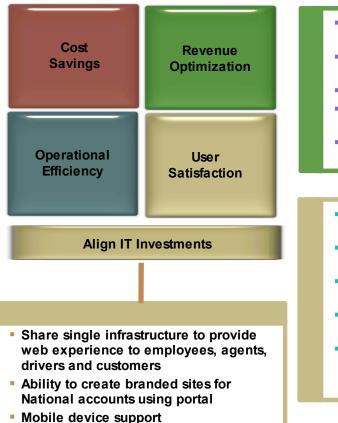
BUSINESS CASE

Business Case Framework



The business value for an Intranet/Extranet portal can be viewed from multiple perspectives

- Reduce number of multiple invoices
- Capture Credit Card payments on line
- Enhance estimating tools optimize "No Excuse" Pricing
- Reduce late delivery and damage claims
- Eliminate the development and generation of multiple reports
- Communicate with Agents and Drivers
- Leverage existing staff resources to meet anticipated business growth
- Increase Capacity Utilization during peak loads season
- Increase Agent responsiveness through targeted alerts versus eMail notifications
- Support the process to close books and generate accurate Offset reports



 Portlet factory supports application integration (i.e., PeopleSoft, SAP)

Increase volume of lead generation	on
through on-line quotes	
Convert self moves through	

- comparisons
- Increase National Account penetration
- Affinity groups generate additional coupon revenue
- Agent recruitment increases
- Ease of doing business helps maintain current agent affiliation
- Customer Satisfaction increases Military contract moves
- Quicker Response to Customers and agents through 24/7 access
- Agent Collaboration with Tonnage Broadcast Exchange (TBE)
- Trade show set-ups are enhanced through real-time mobile communications

High levels of agent and customer satisfaction are the key to maintaining current revenue levels and brand value

Business Objectives	Description & Sample Tactics	Portal Enablers	Sample KPI Impact
Ease of doing business helps maintain current agent affiliation	 Easy access to reports, forms and processes helps the agent serve their customers Fast access to the right support person helps address inquires Reports are updated in a timely manner 	 Access to accurate web content avoids searching for information Access to SME profiles directs the agent to the right person for follow-up eliminating wait time / call backs 	 On average 40 agents/year are up for renewal. Ease of doing business retains 1 agent / year
Customer Satisfaction increases Military contract moves	 Military contracts are awarded based on DP3 qualitative metrics for customer satisfaction. Provide on-line tracking of shipments Provide mobile device internet access Provide online access to send salesman 	 Web content management Mobile device accelerator Alerts and notifications 	 Enhanced DP3 quality ratings increase military market penetration by 5% per year
Quicker Response to Customers and agents through 24/7 access	 Questions Support of notifications and alerts through mobile devices avoids wait time during off hour events Support hours are increased to24/7 from 7-7 5 days per week 	 Alerts & notifications sent to mobile devices when customer calls on issue Mobile Device Accelerator 	 Increased responsiveness reduced delay claims and damage claims by 10%
Agent Collaboration with Tonnage Broadcast Exchange (TBE)	 Show agents the TBE reports on-line to allow them to request loads for delivery Send alerts to mobile for TBE opportunities to regions closest to opportunity 	 Web Content Management Personalization Alerts Mobile Accelerator 	 Increase Line Haul Revenues by 1% annually Increased Agent / driver satisfaction

Increased revenue generation can be driven through the internet to capitalize on technology innovation and customer expectations

Business Objectives	Description & Sample Tactics	Portal Enablers	Sample KPI Impact
Increase volume of lead generation through on-line quotes	 On-line quoting tool is provided to customers 	 eForms Application Integration Web Content Management 	 20 additional leads/ month are generated per state resulting in 1000 leads /month
Convert self moves through comparisons	 Provide a comparison tool to evaluate quotes with self move options Provide moving FAQs Provide moving tips and hints 	 Web Content Management Application Integration to lead generation tool 	 Average COD move generates \$3.8K in revenue Converts 100 self moves /month
Increase National Account penetration	 Deliver after sales service functionality to National Accounts in a branded format After sales service offerings allows National Accounts to maximize the value of Lump Sum Move payments 	 Personalized Web Content Leverage Themes and skins for rapid website development 	 Gain 1 national account /month A new national account generates 10 moves/ year at \$6,800/move
Affinity groups generate additional coupon revenue	 Affinity group offers are presented to After Sales Services and COD customers Clip coupon from each referred customer 	 Personalized information Web Content Management delivery Themes and skin branded sites 	 Average coupon value = \$100 50 coupons earned per month
Agent recruitment increases	 Increased revenue generation, lead development exposure to national accounts can be used to promote Agent sign on 	 Content management Lead management application integration 	 5-new Agents /year Each agent generates \$400K in revenue

Cost savings will be realized through the intranet by reducing accounts receivable, avoiding rework and enhancing the quality of moving estimates

Business Objectives	Description & Sample Tactics	Portal Enablers	Sample KPI Impact
Reduce number of multiple invoices	 On-line notifications and alerts enable Agents to get all cost on initial invoice 	 Web Content Management Alerts and Notifications Application integration 	 Eliminate 10 resent invoices /day. \$20/ per invoice. = \$52k/ year
Capture Credit Card payments on line	 On-line access to Intranet that is enabled to take Credit card payments Intranet can be accessed through mobile devices by delivery drivers Ability to pay on credit versus cash helps to convert self move customers Reduces accounts receivable 	 Application Integration Mobile Accelerator 	 Capturing 25 Credit card payment/week at \$3.8K reduces accounts receivable by \$380K/month
Enhance estimating tools optimize "No Excuse" Pricing	 On-line estimating tools provided direct to customer 	 eForms Application integration Web Content Management 	 Salesman estimates can typically be 10-20% low Customer generated estimates typical are 6% high
Reduce late delivery and damage claims	 On-line tracking of deliveries increase customer satisfaction Engaged customers are less likely to file claims or will settle for lower claim values 	 Mobile Accelerator Web Content Management Application integration 	 10 to 20% reduction in claim totals

Operational efficiencies will be impacted by the intranet through increased capacity utilization and leveraging existing staff to meet business growth

Business Objectives	Description & Sample Tactics	Portal Enablers	Sample KPI Impact
Communicate with Agents and Drivers	 Drivers can communicate their status real time through website updates Delivery and pick up time delays can be communicated to Planning and Agents 	Web Content Management Mobile Accelerator	 10-25% reduction in delay claims
Leverage existing staff resources to meet anticipated business growth	 Enhanced intranet tools and application integration allow Planners to execute more work. Planners can be crossed trained for different areas Just in time web training is available 	 Content management Application integration Enhanced navigation 	 10-20% increased capacity for planers
Increase Capacity Utilization during peak loads season	 More accurate updating of registration and delivery information will increase the accuracy of planning and allow for increased load consolidation during peak times 	 Application integration Portlet-to-portlet interaction 	 5 -10% increase in capacity during peak months of Jun-Aug \$10 million in Revenue these months
Increase Agent responsiveness through targeted alerts versus eMail notifications	 eMail communications to Agents are often lost of swamped by too many notifications Targeted alerts will increase agent responsiveness 	 Integrated web content management Context and customer specific information delivery Effective content taxonomy & navigation 	 10 – 25% increase in responsiveness to notifications and alerts

