



Benjamin Cook
President/CEO
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Good evening. I understand your company is entertaining the idea of utilizing TCG for lane analysis. I will simply say it was one of the best decisions we could have made as a company and positioning ourselves for the future. Like most trucking companies we struggled the past few years with some very slim margins and high fuel costs, not to mention the shippers dictated rates because of over capacity. By utilizing the product Jack sold us we have experienced awesome improvement. Some of the highlights for me are the following:

- TCG actually is tied to our real general ledger. This lets us accurately price our service based on actual costs for each specific customer and even specific lanes for that customer. We have found money on lanes we didn't know existed by sitting down with the customers and showing them the data. This has been a tremendous asset.
- The reporting is very easy to use. As a guy who is not the most tech savvy I can access the information I need without lots of help. I can easily build the reports myself and look at customers, lanes, fleets, etc. on different levels. An example of this is that we run a dry van division and a flatbed division. As a result of looking at data over the past 12 months we have realized that we needed to throw more resources at the flatbed side of the business. We have done that with great success while improving the van side of the business at the same time.
- Also the help and support we have gotten from Jack and his crew has been outstanding. Each company has their own systems and idiosyncrasies. They have taken the time to understand those and make this product work for us. TCG support staff is available whenever we have an issue. If they don't have the answer at the time it they will get back to us with a sense of urgency.

I hope this gives you a little more information on how the product has affected a real trucking company. At the end of the day I can say without a doubt it has helped us lower our OR at least 3 points over the past 12 months with the decisions we have made based on this product.

If you have any questions or would like to talk further please free to contact me. Thanks!

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