



TransLogix Wins Goldstar Approval

TransLogix Sapphire Transport Management Suite underpins 100% customer satisfaction at Goldstar Transport

Sydney, 22 May 2011: TransLogix, a leading vendor of transport and logistics solutions, today announced its implementation of the integrated Sapphire Transport Management Suite at Goldstar Transport has underpinned a 100% customer satisfaction rating for the West Australia-based diversified logistics business.

Since the 2008 implementation, Goldstar Transport has experienced considerable revenue growth from an increasing base of blue chip clients and a 30% increase in fleet and operational employees, while the automation and functionality provided by Sapphire has allowed a reduction in administration staff.

When Goldstar committed to a major overhaul of the various software packages and manual systems on which it relied, Managing Director Sean Carren was looking to not only maximise opportunities for growth but to also improve the key tenets on which his company operates: "First and foremost in everything we do is the safety of our operations. We then build our internal and external success on exceptional levels of customer service and communication. To maintain these standards we needed matching levels of control, visibility and management across the core areas of the business."

Without a single view of the business the team was concerned about the company's ability to capture all the revenue and all the expenses: "It was an area of doubt, we weren't sure what was slipping between the cracks," Carren said.

With 90 full- and part-time staff on a mix of salary, wage and contract, payroll was one of Goldstar Transport's most time consuming and difficult tasks.

The company implemented the integrated Transport, Accounts, Warehouse and Workshop modules of TransLogix Sapphire suite in 2008 to centralise all functional requirements and information into the one system.

Sean Carren continued: "It has brought a new discipline and great value to the business. Drivers don't move without a job number, nothing leaves the warehouse without the right paperwork, we have the right spare parts.

"Sapphire has become a point of difference for Goldstar Transport and a major bonus for customer service. Not only can we present to potential customers how we put the right vehicle and driver in the right place at the right time, but we back that up in practice.

"Our ability to tailor the chain of responsibility means we provide 100% satisfaction to blue chip customers," he said.

With accurate data at their fingertips, management has greater confidence in their decision making. According to Sean Carren, “No matter which area of the business or which site they work from, our staff now have access to the information they need. This reduces the pressure on everyone.”

Goldstar Transport has been able to reduce the average age of its vehicles using the Workshop module to automatically allocate the most cost effective vehicle to every job. The older vehicles are generally better suited to short haul work while the newer, more efficient vehicles allocated to the more demanding jobs. “Being able to maximise our investment in the fleet has been a really big winner for us,” he said.

Sean Carren concluded: “While the transition to Sapphire was complex and took time, and further implementations and change will also be challenging, TransLogix puts in the effort to get us through. They are constantly pushing the envelope to improve their product.”

Anselm Waterfield, TransLogix Managing Director, said: “Sean Carren continues to drive the business forward with Sapphire providing the platform for Goldstar Transport’s success.”

About Goldstar Transport - www.goldstartransport.com.au

Sean Carren established Goldstar Transport with one prime mover in 2001 and has grown it into a dynamic transport and logistics organisation providing local, intrastate and interstate heavy freight services to prominent customers and large infrastructure projects. Goldstar has a staff of 90 and an extensive range of nearly 60 primemovers and trailers including flat-tops, tautliners, dropdecks and lowloaders, as well as hiab crane, curtainside and tail-lift vehicles. From its headquarters in Perth it also operates two depots and a warehouse as well as a large open storage facility.

About TransLogix (www.translogix.com.au)

TransLogix is Australasia’s leading supplier of transport and logistics solutions with more than 400 customers ranging from small family operated businesses through to large, publicly listed, multi-depot transport companies. With offices in Sydney, Melbourne, Brisbane and Auckland, it works closely with customers to provide effective solutions to the rapid and significant changes that are encountered in today’s competitive marketplace.

The TransLogix Transport Management and 3rd Party Logistics suite includes more than 30 integrated modules covering accounting, transport management, warehouse, workshop, service, optimisation, scheduling, driver fatigue management, web portal, mobility, POD, GPS, mapping, tracking, Business Intelligence, and document imaging.

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