

# JLM Transport deploys cloud-based transport management system from TrackTrans

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Automation supports fast growth, boosts business performance and enhances customer service

Reading, UK - TrackTrans, a provider of end-to-end transport management solutions, has announced that haulier JLM Transport has successfully deployed the company's cloud-based technology to automate the management of customer assignments during a period of rapid business expansion. JLM Transport handles over 2,500 monthly deliveries at peak periods. Since installing the TrackTrans solution, JLM has realised tangible time savings that have enabled improved customer service and eliminated the need for additional headcount.

JLM took the decision to replace its traditional manual methods of monitoring its delivery process when one of the company's biggest customers experienced a surge in business. The company gained a significant share of the toy market following the sad demise of one its main competitors.

Matthew Leigh, Managing Director and Owner of JLM Transport commented, "All of a sudden, sales at our customer Smyths Toys rocketed along with the extra deliveries that were necessary to fulfil an increased number of orders. The company's success was our success but it came thick and fast and we had to find a more efficient way of keeping our whole transport delivery chain on track.

Fortunately, one of our trusted sub-contractors Swinson Transport recommended TrackTrans and although we did look at another system, TrackTrans won hands down as an easy to install, off-the-shelf product with a flexible fee per job pricing structure."

Early in 2018, JLM deployed cloud-based technology from TrackTrans just in time to accommodate record-breaking summer temperatures when demand soared for swings, trampolines and paddling pools. Straight away JLM saw benefits as a result of new TrackTrans system. Automation has enabled the company to introduce a robust set of transport management processes and has given JLM the flexibility to manage the expansion of business from Smyths Toys in line with the retailer's ambitious schedules and grow its own business at the same time.

JLM can quickly view reports covering each step of the delivery process using accurate, real-time data held in the TrackTrans system. This advanced functionality is essential for making meaningful service improvements and aids accurate forecasting and forward-planning.

Furthermore, the superior reporting capabilities of the TrackTrans system give JLM a clear view of important financial information that can be downloaded in minutes and enable JLM to monitor the company's business performance. This has saved JLM significant amounts of time, savings that have saved the need for additional headcount and allowed the team to devote energy to maintaining and improving customer service.

Roger Murphy, Managing Director of TrackTrans Ltd added, "It has been an exciting and transformational time for JLM and we are pleased to be a part of it. Our cloud-based solution gives hauliers the ability to grow rapidly without expensive IT infrastructure or system set-up costs. Our technology is simple to

use, yet is a strategic tool that puts our customers in total control of their transport management environment.”

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#### About JLM Transport

Based in Stoke-on-Trent, JLM Transport is a well-established family-run business with over 30 years' experience in the Transport and Logistics industry. It has Nationwide coverage and offers a comprehensive range of haulage services to customers in the retail, consumer goods, food and drink, industrial and construction sectors. They all depend on JLM's reliable service and expertise to develop creative business solutions that deliver distinct competitive advantage.

For more information, visit JLM Transport (<http://www.jlmtransport.co.uk>)

#### About TrackTrans

TrackTrans was established to facilitate the operational processes and diverse communication requirements of today's complex transport chains. The company is built on 25 years of experience in the shipping and transport industry and is setting the standard for communications between shippers, hauliers and trucks. TrackTrans' comprehensive portfolio of applications covers transport management, electronic proof of delivery (POD), warehouse management, vehicle tracking, navigation, traffic alerts and CAN bus tools. Hosted web-based solutions enable the immediate implementation of systems without the need for capital investment in hardware, the related software and on-going support.

For more information, visit TrackTrans (<http://www.tracktrans.com>) or contact:

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