TRAC Intermodal Uses Technology to Power its Business

Table of Contents

Introduction

Over the last few years, one of the more eventful developments in intermodal has been the rise of innovative technologies that are helping industry providers improve operational efficiency and performance.

Many of these advances are focused on the development of software, systems, and AI-based technologies to ensure a secure, efficient, and timely flow of goods across the supply chain. Innovative technologies are helping IEPs and others **streamline information**, **protect assets**, and use data to **improve operational performance for customers.**

At TRAC Intermodal, our IT mission is built around harnessing the latest technologies to power our business. Our technology team is committed to consistently improving how we can best serve customers, developing the latest tools to realize critical goals such as eliminating security threats, reducing inefficiency, and ramping up business operations.

Here are five technology initiatives at TRAC that have been integral in streamlining our work with customers to improve the flow of goods and fluidity of trade:

HELIX Platform

TRAC's HELIX platform is a collection of custom-built and commercial off-the-shelf systems that help improve the customer experience at our electronic interface, optimize our assets, and control M&R expenses. Released in May 2020, Program HELIX is the largest company initiative that TRAC has undertaken in the last quarter-century. HELIX provides integrated, state-of-the-art online tools and services to manage finance and business operations, improve billing accuracy, and streamline engagement and communications with customers.

HERE ARE THE KEY COMPONENTS THAT THE HELIX TECHNOLOGY DELIVERS TO TRAC:

ENTERPRISE RESOURCE PLANNING

TRAC uses Oracle's ERP system to manage day-to-day back-office activities for finance, operations, and other business functions. An integrated system houses all the business processes.

DATA INTEGRATION SYSTEM

TRAC uses the EDI management system to send and receive millions of EDI transactions from trading partners and vendors daily. The automated system validates and categorizes EDI data before sending it along for further processing.

MIDDLEWARE INTEGRATION SYSTEM

TRAC uses Oracle's SOA integration system to orchestrate all integration data points and connect internal systems. SOA links TRAC's applications, data, and users.

EVENT AND BILLING MANAGEMENT SYSTEM

As an automated rules-based solution, EBM processes millions of transactions each day. The system increases billing accuracy and improves data quality while reducing the manual work with data cleansing and inventory management.
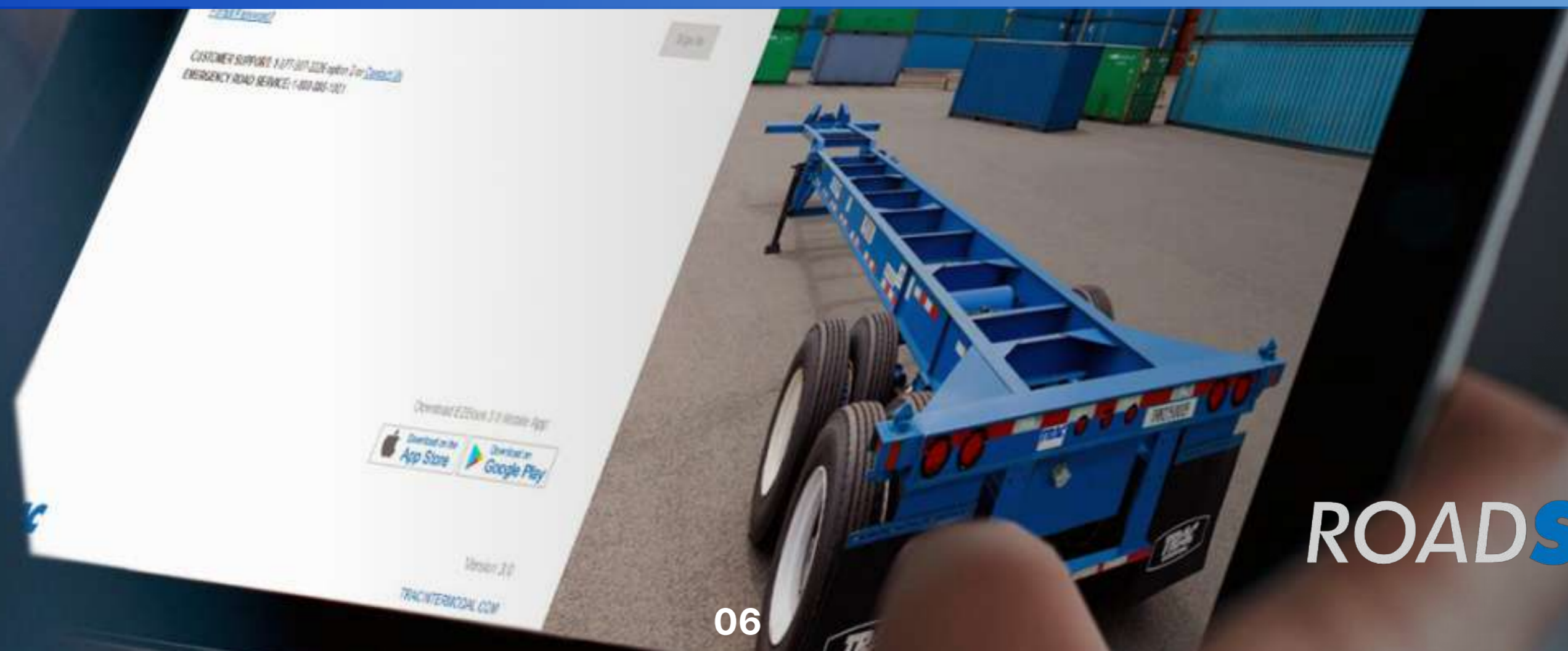
CUSTOMER-FACING APPLICATIONS

TRAC's customer-facing applications – TRAC Connect, EZ-Book and RoadStar – are custom-built to support certain business processes, ranging from chassis booking to M&R invoice submission. The proprietary applications enable TRAC to maintain daily communications with its customers.

REPORTING AND ANALYTICS SYSTEM

The reporting platform features business intelligence and analytics tools that store historical data and provide reporting capabilities to make timely data-driven decisions during daily operations.

RoadStar AI Project

Completed in February 2023, RoadStar AI comprised a set of system upgrades for our M&R Invoicing platforms, including the RoadStar Web, Mobile and EDI invoicing applications. These enhancements significantly improved the identification of erroneous M&R-related billing and streamlined the user experience for our extensive vendor network. Expected ROI benefits from the project are estimated to be $300k - $400 K at the close of 2023.

ROADSTAR

The scope of RoadStar AI includes the addition of new validations and more robust reporting capabilities for in-progress and completed work orders. To realize these ROI benefits, the project leverages cutting-edge AI technologies to minimize M&R costs on a per-use-day basis. It introduces intelligent validations for all work orders, automated manual processes, and enhances a flagging system to identify potential fraud and errors. The project enables better visibility and management of vendor behaviors, which can help streamline operations.

HERE ARE SOME OF THE NOTABLE BENEFITS THAT ROADSTAR AI PROVIDES TRAC:

AUTOMATION

Better automated flagging capabilities to catch possible errors and fraud that would have been reviewed and corrected manually in the past.

COST MANAGEMENT

Enables the vendor compliance, M&R, and operations teams to proactively approach future cost management and leverage technology to lower operation costs.

IMPROVED TRACKING OF ESTIMATES AND REPAIR INVOICES

Comprehensive audit trails for better oversight of repair estimates and invoices; improved reporting enables better decision making.

DATA VISIBILITY

Improved reporting through better visibility and management of the vendor network.

BETTER UX/UI

An improved user interface and user experience through better search functionality and faster application performance.

ZEBOX Initiative

In early 2022, TRAC signed an agreement with an **innovative technology** incubator called **ZEBOX**. ZEBOX is an international accelerator and innovation hub for the supply chain, logistics, and startup sectors. Its business mission is to connect startups and large companies, enabling them to co-innovate, accelerate growth, and scale solutions to meet current and future industry challenges.

As part of this partnership, TRAC is involved in the selection process of companies for the incubator and accelerator process; gains access to supported startups; collaborates with other corporate partners; taps into studies and analysis conducted by ZEBOX; and participates in the investment side of startups.

Working together to further their collaboration, TRAC and ZEBOX are creating opportunities to help entrepreneurial startups test ideas to improve efficiencies to accelerate the digital transformation of global supply chains.

Cybersecurity Advances

Begun in early 2021, TRAC's cybersecurity program continues to evolve and improve the company's security posture. The scope of the program includes capabilities that span TRAC's entire technology function. It also encompasses security awareness training for the entire organization. The cybersecurity initiatives are focused on building TRAC's overall cybersecurity strength so that we can predict, prevent, and respond to evolving and ever-increasing cyber threats.

HERE ARE SOME KEY BENEFITS OF TRAC'S CYBERSECURITY PROGRAM:

PROTECT THE BUSINESS

During a cyberattack, the loss of data, cost to recover it, downtime to restart operations, and hefty fines can be a steep price to pay. The program's ability to mitigate security risks puts TRAC in a better position to respond, recover, and protect our business.

BETTER PRODUCTIVITY

Cyberattacks can slow networks and personal devices to a crawl, making it virtually impossible for employees to work. TRAC's security measures sharply reduce attack scenarios, allowing TRAC websites to function and our business to operate.

PROTECTING AGAINST INTERNAL THREATS

Insider threats can come from current or former employees, third-party vendors, or even trusted partners, whether they're accidental, negligent or malicious. Proactive security monitoring of our network allows us to detect and respond to threats, reducing the risks of costly incidents. Consistent, up-to-date awareness training also helps address these risks.
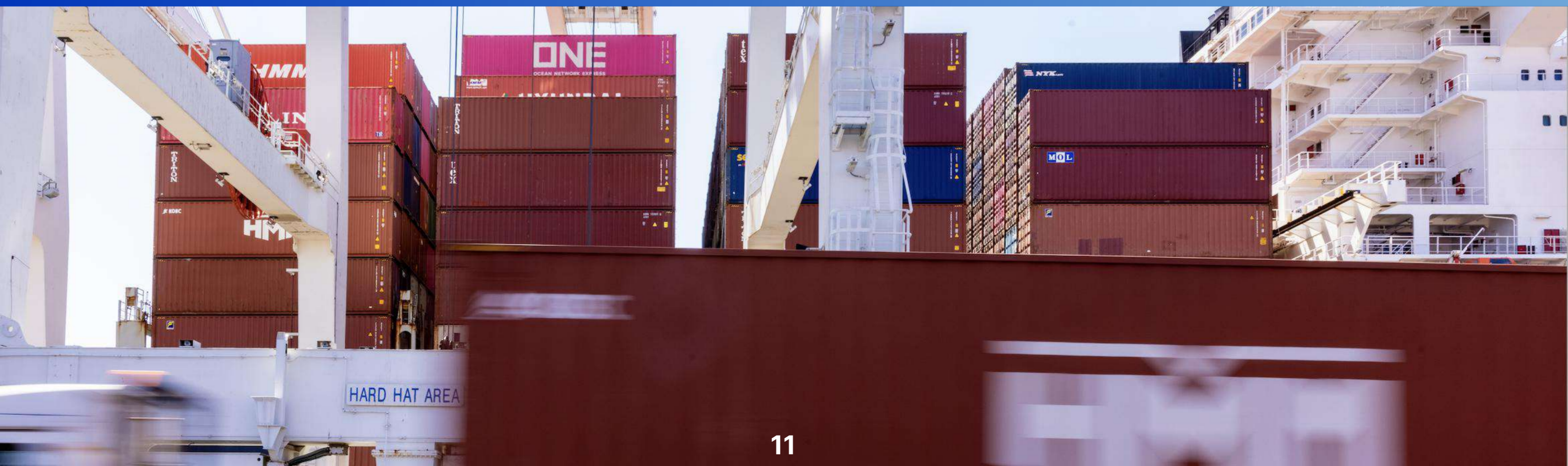
DATA PROTECTION

Cyberattacks can cause the loss of sensitive data, including customer information, financial records, and trade secrets. Current security measures at TRAC help protect secure, critical, or sensitive data and prevent it from falling into the hands of malicious actors.

BRAND TRUST AND REPUTATION

Preserving a company's brand reputation may be the most compelling reason for a company to undertake a cybersecurity program. A strong cybersecurity program enables TRAC to establish trust with customers by ensuring that their data and financial assets are safe.

FLOW Initiative

FLOW is a Federal Government-convened, privately led effort spearheaded by the U.S. Department of Transportation (USDOT) to exchange data among a variety of supply chain stakeholders in the U.S. The primary purpose of the data exchange is to provide statistical products to optimize network capacity and establish macroeconomic indicators of goods moving throughout the supply chain. The increased data sharing will help goods move more quickly and affordably, helping to improve port fluidity and reduce congestion.

USDOT works with freight stakeholders to aggregate and identify forecasts of containerized freight volume and provide a timely and accurate supply of assets at system nodes. This data provides two key areas of supply chain insights. First, it captures a measure of supply chain health as it communicates the degree of oversupply or undersupply of logistics assets to gauge the overall health of the economy. Second, it provides a preview window into supply chain performance across shipment lifecycles.

TRAC JOINED AS A MEMBER OF THE FLOW INITIATIVE IN 2022.

The list of 36 companies that were initially part of FLOW is expected to grow. FLOW stakeholders include beneficial cargo owners, ocean carriers, non-vessel operating common carriers, ports and marine terminal operators, motor carriers, railroads, intermodal equipment providers, and warehouses. Member companies are sharing secured data with the USDOT.

USDOT Secretary Pete Buttigieg characterized FLOW as an effort to keep supply chains moving and prices down, recognizing the importance of investing in the country's physical as well as digital infrastructure.

TRAC PRESIDENT AND CEO DAN WALSH NOTED WHEN FLOW WAS ANNOUNCED THAT TRAC IS,

"

HONORED TO PARTICIPATE IN THE FLOW INITIATIVE TO EXCHANGE VALUED INFORMATION AND SHARE DATA THAT WILL HELP ALL PARTICIPANTS AS WE WORK COLLABORATIVELY TO BUILD A MORE COMPETITIVE AND RESILIENT SUPPLY CHAIN FOR THE FUTURE.

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**Daniel Walsh, President & CEO
TRAC Intermodal**

Summary

At the center of our commitment to advanced technologies is how we can use innovation and collaboration with industry partners to improve the way we do business and ultimately better serve our customers.

We believe these latest advances truly differentiate us from our competitors and position TRAC as a cutting-edge technology provider.

THESE CAPABILITIES DELIVER MANY BENEFITS:

SAVING TIME

REDUCING INEFFICIENCIES

CUTTING COSTS

SAFEGUARDING ASSETS

DERIVING THE GREATEST VALUE FROM EXISTING DATA

About
TRAC Intermodal

TRAC Intermodal (www.tracintermodal.com) is North America's leading marine chassis pool manager and equipment provider with 11 pools under management across the U.S. TRAC has the largest fleet of marine and specialty chassis in North America and operates an extensive network of facilities. TRAC also offers maintenance and repair services as well as storage and parking solutions through TRAC Services.

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