

# Case Study

## Xcelerated Xpress

### Xcelerated Xpress Continues Growth Plan with 'Complete' Solution

#### Q&A with Paul Calabro, CEO, Xcelerated Xpress, Sacramento, CA

##### CC: Paul, where was Xcelerated Xpress before the Courier Complete solution?

**PC:** We provide a variety of traditional delivery and logistics services, including cross dock distribution of various products, scheduled and on demand delivery, critical parts, white glove delivery, scanning, and on-demand delivery, cartage and line haul. The customer base is wide-ranging and includes major retail, office supply, financial services, healthcare, auto services, recyclers and more. The driving success behind the way we run our business is simple - we work very hard. We work hard to do things right. We work hard to help our customers achieve customer satisfaction in their respective businesses. Everyone at Xcelerated Xpress is hands-on. Everyone answers the phone. Treating delivery personnel professionally and with respect is another key factor in driving the business towards success

##### CC: And the challenges?

**PC:** We believe that the western market has room for a clear regional leader in multi-market logistics and same day delivery. The focus of national providers is naturally less "western" by comparison. Because the western geography is vast, servicing it is certainly a challenge. Having a true intimacy with the geography and markets benefits our customers, particularly those customers in other parts of the country. Our customers don't call us with questions about Florida or Chicago. They do call us, however, knowing we won't need maps to answer questions about, or provide solutions, in places such as Bakersfield or Medford. As a new company making an initial software selection, we wanted more efficiency and less stress. Before Courier Complete we were strained by spreadsheets, documents and a whole bunch of "don't forgets". Fortunately, the selection of Courier Complete was made rather early in our history and implementation occurred just as we started to gain real traction in the markets.

##### CC: Can you elaborate on your requirements when researching solutions providers?

**PC:** Our list of requirements was basic but NOT negotiable. Our IT Director wanted a Windows-based system, which ruled out several of the older systems. It needed to have a SQL Server database which would reside in our headquarters... so not a hosted solution. It had to network over TCP and not strictly utilize Citrix or Windows Terminal Services. It had to be truly multi-site allowing us to segregate our business by location, but also utilize resources across the organization. And it needed to be an all inclusive solution at the right price. We did not want to see fees for mobile data, online orders or modules sold as add-ons. Courier Complete met our needs and requirements.

##### CC: Was competitor software evaluated during the decision making process?

**PC:** We reviewed nearly a dozen software packages, checked with users of the more interesting prospects, and requested general pricing from several. We then asked for demos and more precise pricing. In fact, after the research and cost/benefit comparisons of the top 3 software providers in the industry, we decided on Courier Complete.

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##### CC: Any more considerations when deciding on Courier Complete?

**PC:** In addition to needing multi-site, windows based, and on SQL Server, networking was critical for us. We didn't

want to use Terminal Services or Citrix - we wanted a local client and a central server. We wanted inclusive e-mailing and printing and exporting reports to Excel, and it had to be easy to learn and use. Courier Complete does all of this quite well. Most important for our business, was that the system had to be multi-site in design and architecture. That couldn't be an afterthought, as it seemed for some of the packages we looked at.

**CC: How easy was this to implement?**

**PC:** Courier Complete helped in every aspect of the setup. They helped configure the server remotely; they installed SQL Server and Courier Complete. They helped us add users, printers, set up customers, rates and dispatch. They helped us hook the online order entry and tracking (which is included) into our Website. They also provided onsite training for us in California, where we gathered our staff and held several days of training sessions. We have some very talented and experienced people in our organization, which made the training that much more successful.

**CC: Paul, how did the CC staff work with you to ensure a smooth implementation?**

**PC:** We were assigned Joseph Martino as our project manager. Through it all, Joseph has been thorough, diligent and gracious. We're now a pretty large organization and Joseph has been patient and helpful to everybody here - he's done a tremendous job for us. We all appreciate his contribution to our company. Courier Complete has been a terrific partner.

**CC: What changes have occurred now that you are using Courier Complete?**

**PC:** Our entire operation has improved. Information is flawless and moves faster both externally and internally. Everything is more organized and standardized. Dispatch is smooth and simple. The quality of information going to our customers (or to each other) by e-mailing reports is excellent. The online order component is popular with our customers, particularly in the retail sector. Scanning and mobile are excellent add-ons that more and more customers are now requesting.

**CC: Have these increased efficiencies allowed you to expand your customer base, perhaps pursue new markets and/or add services?**

**PC:** Definitely. We are now able to pursue customers that present us with greater technical challenges, like OS&D, scanning or EDI. The fact that we have a technology "partner" like Courier Complete has allowed us to secure larger and more complex business. Courier Complete has helped position us as a serious service provider, and added a dimension of true professionalism.

**CC: What are the benefits in regards to the company's overall management?**

**PC:** In 14 months we have positioned ourselves as a market force. Companies from various industries now include us in their RFPs. As I said, our partner has helped position us as a market leader. Technology is not an issue for us. Communications is not an issue for us. Our capacity to add new business in relation to staff and dispatch costs are also favorable.

**CC: When was implementation and how fast did you see results?**

**PC:** We started implementation in March of 2007. Training took place in early April and we rolled out to every location (5 at that time) by May 2007. We have since expanded to 9 locations in 3 states and the installation of the system is always quick and easy. Courier Complete is the glue that holds us together.

**CC: Any final thoughts, Paul?**

**PC:** As I mentioned before, we are very happy with our choice. We have a technology "partner" in Courier Complete, allowing us to secure larger and more complex business. We are looking forward to the .NET version and the pre-defined integration with our accounting platform, which will be much anticipated and appreciated.