



USA Truck uses Cleo to ensure more efficient communication with partners



Company: USA Truck
Founded: 1983
Headquarters: Van Buren,
AR USA
Industry: Transportation
logistics
Business need: Growth
and improved partner
relationships

Business Need

As a leading North American transportation logistics provider servicing 25% of Fortune 100 companies, USA Truck relies on electronic communication to interchange data with its vast partner network and to process transactions quickly, accurately, and securely.

IT Challenge

In late 2010, USA Truck discovered a need for greater collaboration to meet growing customer demand. Its EDI translation software was unable to scale to meet USA Truck's growth and testing highlighted potential difficulties processing transactions for its network of 300 EDI trading partners. USA Truck's IT team additionally sought greater reporting capabilities and visibility into its transaction data.

USA Truck uses Cleo to ensure more efficient communication with partners

The Solution

After evaluating several providers, USA Truck selected Cleo Integration Cloud to better manage the company's transaction load and ensure more efficient, secure communications across its trading partner network.

With the Cleo data transformation solution supplementing its TMS workflow, USA Truck can accept or reject load tenders within seconds. Its team can also connect various applications and partners through configurable, automated business processes and integration services supported by Cleo, including in-depth reporting and transaction history logs for complete system visibility.

With more in-depth and efficient EDI tools on hand, USA Truck and Cleo developed plans for a particularly rapid implementation. USA Truck sought to convert all of its 300 EDI trading partners to the new Cleo software and dispatch system in a matter of months.

"The seven-month implementation plan was certainly a huge undertaking for us," said Les Bicknell, director of application development. "We were confident that by working closely with Cleo's services team, we could systematically move our customers to the new system without it being much of an event."

Cleo's professional services and USA Truck first worked to configure the key elements of the Cleo platform with the carrier's TMS. Once complete, USA Truck's infrastructure could extract transaction data from the TMS and transmit it to customers via Cleo's data transformation capability throughout the lifecycle of the order. "We were extremely pleased to work with Cleo's professional services group, and they made our hard deadline possible," said Bicknell. "We gained a lot of efficiencies due to Cleo's innovations, and I can say I couldn't be happier."



"We were extremely pleased to work with Cleo's professional services group, and they made our hard deadline possible. We gained a lot of efficiencies due to Cleo's innovations, and I can say I couldn't be happier."

— **Les Bicknell**,
director of application
development at USA
Truck

