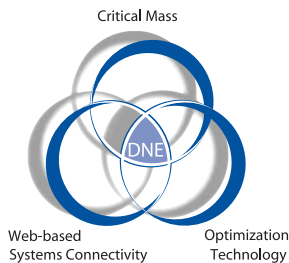


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— JIM SCHLAEFER, DIRECTOR,  
ENTERPRISE NETWORKS,  
EDI AND SECURITY AT TRANSPPLACE



# Transplace Improves Customer Service with AS2 Communications Gateway

Enterprise Gateway with AS2 Module from GXS Reduces Costs and Boosts Service Levels at Leading Logistics Company

## Corporate Profile

### Logistics and Shipping Giant

Transplace is an industry-leading logistics and transportation management company, formed through the merger of the logistics divisions of six top US trucking firms. With a long history in logistics, the company has 700 employees and works with more than 3,000 carriers around the world to offer customers almost unlimited transportation capacity. The firm has a highly efficient network and offers services ranging from complete outsourcing as a third-party logistics provider to assisting with the transportation of single shipments.

Transplace prides itself on its leading edge technology, and in particular, its Dense Network Efficiency<sup>SM</sup> (DNE) platform. The company uses optimization algorithms to determine the most efficient way of matching freight with its massive network of carriers to increase load ratios and minimize empty miles and detention hours. As a result, its customers enjoy more efficient transportation management and benefit from lower transport costs and an enhanced service.

## The Business Challenge

### Manage Documents Efficiently, Raise Customer Service Levels

Transplace exchanges in excess of a million documents a month with more than 1,100 trading partners and its own proprietary internal systems. It needed a gateway to make these transactions more efficient, both externally and internally. With millions of truckloads of freight to track and manage, speed and efficiency are of the essence. The company wanted to enhance response rates to client queries regarding the tracking of data.

Jim Schlaefter, Transplace's Director, Enterprise Networks, EDI and Security, explains, "Within the requirements for the gateway function was a need for audit trails and security. A decision to buy or build needed to be made."

The gateway had the important job of boosting customer service levels through audit trails and security, and offering a variety of data formats to customers. Being customer facing, it was key to keeping Transplace at the forefront of its market. The company had no alternative but to get it right the first time.



## GXS SOLUTIONS USED:

- Enterprise Gateway
- AS2 Module
- FTP Module
- Application Integrator™

**“Enterprise Gateway has improved our trading partner relationships by allowing us to be more responsive to electronic messaging issues.”**

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**“Enterprise Gateway provided us with the ability to track the lifecycle of a message from the time it was received by Enterprise to the time it was delivered to the appropriate edge system. This simplified and reduced maintenance time when resolving issues across a distributed system infrastructure.”**

To stay competitive, it was essential for the company to interact with its customers using a range of electronic document types, protocols and communication methods. Customers were looking to transact using the Electronic Data Interchange (EDI) ANSI X12 standard, XML and proprietary formats over Virtual Private Networks (VPNs). There was also demand to use Value Added Networks (VANs), FTP and increasingly, AS2 over the Internet. AS2 is an Internet communications protocol that allows businesses to save costs and enhance customer service by establishing secure point-to-point connections over the public Internet. Transplace needed to:

- Build a gateway to link internal and partner systems
- Establish a single central point for all B2B and EAI messaging
- Reduce the number of systems and, as a result, cut maintenance costs
- Slash communications costs
- Meet its objectives to provide audit trails and strong security

## The Solution

### Central Point for B2B and A2A Traffic

Transplace chose Enterprise Gateway with the AS2 and FTP Modules from GXS. Enterprise Gateway is GXS’s flagship B2B and process integration software product. It contains a highly scalable B2B server component used to power the most demanding high-volume and super-reliable transaction exchange needs. Within Enterprise Gateway exists a patented data transformation technology that enables high-speed any-to-any format translations using an easy data modeling and mapping tool. The AS2 Module provides a direct and secure method to communicate business transactions over the Internet.

Enterprise Gateway helped Transplace to double the data types it could handle and offer a higher standard of service to its customers. Enterprise Gateway manages data in and out of the business—handling the messaging between all their business partners and across internal applications—without the need to change the communication protocols. Up to 70 percent of Transplace’s transactions are carried out through EDI, with 90 percent of these using the X12 standard.

“Enterprise Gateway provided us with the ability to track the lifecycle of a message from the time it was received by Enterprise to the time it was delivered to the appropriate edge system. This simplified and reduced maintenance time when resolving issues across a distributed system infrastructure,” said Schlaefer.

Transplace implemented Enterprise Gateway in January 2002, with the AS2 module added in October 2002. Schlaefer said that GXS provided not only products, but also professional services to help it bring Enterprise Gateway online.

“We have an open channel to their help desk and have been closely involved with their engineering organization during the many beta tests we have participated in,” said Schlaefer.

Transplace had evaluated products from competitors, including Sterling, but found that it could not integrate them easily into its existing infrastructure. “The cost/benefit of changing to another platform just wasn’t there,” added Schlaefer.

**TRANSPLACE'S RESULTS:**

- Gateway between proprietary and partner applications
- 50 percent cut in communication costs
- Simplified system leading to lower maintenance costs
- Doubled the data formats offered to customers
- Efficient document tracking through audit trails and security
- Support for AS2 Internet protocol
- Reduce the time to build communications links from days to minutes

**“GXS helped us embrace AS2 and connect to mission-critical trading partners over the Internet using Enterprise Gateway software with the AS2 module. It is also significant to us that Enterprise Gateway has plenty of capacity to handle our future Internet B2B communication needs as Transplace continues to grow.”**

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Working with the AS2 protocol also reaped rewards. Schlaefer said, “GXS helped us embrace AS2 and connect to mission-critical trading partners over the Internet using Enterprise Gateway software with the AS2 module. It is also significant to us that Enterprise Gateway has plenty of capacity to handle our future Internet B2B communication needs as Transplace continues to grow.”

**The Results****Communications Costs Reduced, Higher Service Levels**

The use of GXS software to build a gateway for electronic documents and messages will give Transplace a projected 50 percent saving in communications costs over the next two to three years, due to its support of Internet protocols.

“Enterprise Gateway provides a single central focal point for all B2B and EAI messaging within the company,” said Schlaefer. This means that by pointing proprietary and partner systems towards such a central point, Transplace has cut its troubleshooting and maintenance costs.

Schlaefer added, “We have an easy-to-use audit trail capability for tracking data flow between Transplace and its trading partners as well as between internal system applications. Raw data documents are archived within the Enterprise Gateway environment as well. This capability has improved our trading partner relationships by allowing us to be more efficient and responsive to queries and issues associated with communications.”

Schlaefer concluded, “We have been able to reduce the time to build a communications link across the Internet from days to a matter of minutes. We have also been able to double the number of alternative offerings in terms of communications and data formats that are available. Due to the level of responsiveness the Enterprise Gateway has provided us, our customers view us as both a mature and responsive provider.”

**About GXS**

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS' GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading Grid™, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains. Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit [www.gxs.com](http://www.gxs.com).