



IKE TRANSPORTATION

Ike Transportation, located in Murfreesboro, Tennessee, was founded in 1996 by Steve Rutledge and wife Page Rutledge accompanied by their business partner Steve Jones. At the company's founding, Ike Transportation's day to day business was carried out by the three dedicated co-owners. Steve, Page and Steve took care of every part of the business, from hauling loads with only two trucks, to dispatching and bookkeeping. Fast forward 15 years to 2011; Ike Transportation primarily hauls steel to the South West region of the United States and is now comprised of 64 full time employees, three part time employees and 52 trucks.

Previous to exploring dispatching solutions, Ike Transportation used a combination of methods including dispatching over cell phones in addition to paper and pen as well as bookkeeping with QuickBooks. As the company began to expand, the staff realized that the company was quickly outgrowing its old techniques. In 2002, Ike Transportation started the search for a solution with the ability to powerfully handle their dispatching needs.

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- Page Rutledge, Co-Owner

When comparing solutions, the staff at Ike Transportation was intrigued by ProphesySeries Dispatch because it was easy to understand and could be hosted on their company server. Page Rutledge admits, "Other programs that we looked at seemed too over the top, but we were thrilled to learn that ProphesySeries Dispatch was easy to understand, would be hosted on our company's server and could be implemented in house."

Steve Jones along with Steve and Page Rutledge were the decision makers in purchasing the right solution for Ike Transportation. When they began their search they decided on features that were necessary for the

chosen system to have, such as affordability and QuickBooks integration. "We had been using QuickBooks and didn't want to change accounting services. ProphesySeries Dispatch was one of the few systems that was affordable and offered integration with QuickBooks," Page explained. Prophesy's ability to integrate with QuickBooks was one of the most important factors in deciding to purchase the system.

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In April of 2002, Ike Transportation participated in two demonstrations of the ProphesySeries Dispatch trucking software solution with Prophesy National Sales Manager Kevin Pasternack. Shortly after the demonstrations, the Ike Transportation founders made the decision to purchase a six-user version of the system with QuickBooks and mobile communications interfaces. Since then, Ike Transportation has expanded

Prophesy Dispatch

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to a 10-user version and has added fuel tax reporting, commercial mileage and routing, driver log auditing and driver management modules to the system. The Ike Transportation staff also use Prophesy's Qualcomm Interface and Document Imaging module on a daily basis. "We love the Document Imaging module. It keeps our business organized and running smoothly. Document Imaging is a great tool to use every day." Page stated.

Following Ike Transportation's ProphesySeries Dispatch purchase, Page, along with two other employees, came to the University of Prophesy for in-depth product training. "I really enjoyed coming to Prophesy for training and would recommend all customers take advantage of the opportunity, whether at Prophesy, or on-site at their business," Page continues. "We really benefited from Prophesy's training and education program."

Moving forward, Page hopes that Ike Transportation is able to grow in business, but most importantly, continue the success that the company has experienced since its founding. Regarding the Prophesy solution, Page would like to expand Ike Transportation's use of the software and take advantage of more system features. "ProphesySeries Dispatch has been a worthwhile investment and has been the perfect fit for IkeTransportation. We look forward to learning more about other Prophesy products in the future," said Page.

ABOUT ACCELLOS

Accellos is a global provider of software solutions specifically designed for the unique needs of logistics service providers and small and mid-sized businesses (SMB). Over 3,000 companies trust Accellos to be the technology backbone of their global supply chains. Accellos provides solutions for warehouse management systems (WMS), third party logistics (3PL), fleet management, transportation management systems (TMS), trading partner integration (EDI), automated barcode data collection, parcel shipping, transportation optimization and supply chain business intelligence. Accellos solutions are built on the AccellosOne platform, a modern technology platform featuring a user-friendly interface and simplified technical administration.



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