prophesy
transportation solutions

GSA International, LTD.

Michigan based transportation and logistics company experiences substantial growth and time savings with Prophesy

In 1983, Gregory J. Stachura founded what we know today as, GSA International, LTD. The Wayne, MI. based company began as a brokerage house and grew to handle warehousing in the early 1990s. In the early 2000s, GSA International added cross-dock consolidation services. In 2006, after more than twenty-five years of friendship, David M. Simpson partnered with Greg. In 2007, the company grew to include a transportation division.

Today, GSA International is a full logistics provider with an asset-based fleet and logistics division. The company's specialties include:

- Freight Bill Audit, Payment & Reporting
- Logistics Project Analysis and Management
- Pool Consolidation & Distribution Programs
- Motor Carriage Contract Review and Auditing
- Motor Carrier RFQ Administration
- Cargo Claims Investigation & Filing
- Licensed Freight Brokerage
- Cross Docking & Storage Solutions

GSA International's Logistics and transportation divisions primarily haul products such as Uncle Ray's® potato chips, Great Value™ sugar, various auto parts, palletized paper, and fruit juice. The company's back haul business generally handles food grade commodities.

When founded, GSA International consisted of only one employee. In 2006, the company bought one straight truck and grew substantially from there. An influx in growth beginning in 2007, increased the company to 41 tractors and 44 drivers. Currently, GSA International employs 65 people, among almost 70% of these employees are drivers who primarily serve areas of the Midwest. Along with their Wayne, Michigan terminal and warehouse headquarters, they also have a satellite terminal location in Nashville, Tennessee with warehousing capabilities.

Prior to searching for a dispatch solution, GSA International used an antiquated transportation management system. "The system was really made for billing purposes and had no tracking capabilities. Fuel surcharge matrixes were not available in the system and all of our information was kept in spreadsheets. Because

Prophesy Dispatch

BENEFITS

- Time savings with SaferWatch™
- Increased productivity due to the abilty to scan and automatically send documents
- Growth in fleet size
- Better organization with the ability to handle brokerage and asset transportation in one centralized system
- User-friendly interface
- In-depth training
- 19 IFTA preparation man-hours saved per month

GSA INTERNATIONAL, LTD. WEBSITE:

http://www.gsainternational.com/

CONTACT US TO LEARN MORE ABOUT PROPHESY'S INDUSTRY PREFERRED SOLUTIONS

800.776.6706
info@mile.com
www.mile.com

of this, we struggled with having to do all of our calculations manually," said Mark Simpson, Controller, GSA International, LTD.

While researching multiple software options, GSA International was pleased to see that Prophesy Dispatch offered features that they had not seen in other solutions. Some of these features included automatic rating for both customer charges, driver pay, an EDI module, and the ability to handle brokerage and asset transportation all in one system. After learning that Prophesy Dispatch would offer them access to a multitude of new features, they scheduled a demonstration of the solution with Prophesy's National Sales Manager, Kevin Pasternack.

David M. Simpson attended the Prophesy Dispatch demonstration in June 2011, which went very well. "The demonstration is what sold us. We knew we had to move forward and purchase Prophesy Dispatch after seeing what Kevin had demonstrated for us. He was very knowledgeable and took the time to walk us through the system with sample data," described Mark. GSA International made the final decision to purchase Prophesy Dispatch shortly after the demonstration.

GSA International currently runs an 11-user, multi-company and brokerage version of Prophesy Dispatch with Quickbooks, SQL server, and EDI Interface. They also use the Prophesy VisiFreight module, Mileage and Routing, TaxTally, DriverTrax, the Load Posting interface, Document Imaging, and the new SaferWatch™ integration.

"SaferWatch™ is amazing. It's a huge time saver. It's very easy to check if a Surety Bond/carrier insurance is valid. We simply click the button and all of the information we're looking for is there in front of us. This program makes it really easy to make carrier decisions," Mark goes on to explain, "We just started using the Document Imaging module and Operations has already seen an increase in productivity. This also allows our customers to log onto the website and view freight invoices as well as Proof of Deliveries."

The Prophesy Dispatch implementation was handled by a combination of forces. Prophesy representatives handled data entry to the system and pulled reports to verify that all of the information needed was present, while the software installation was done by GSA employees. "The implementation and installation of the

Prophesy Dispatch solution was seamless. As soon as we began installing the product, we noticed how user-friendly the interface truly was," said Mark.

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GSA International attended training at Prophesy in August of 2011 with Senior Implementation Consultant, Steve Knauber, and had only good things to say about the experience. "Our in-house training session was great. All of the topics that Steve covered were relevant and very helpful," Mark explained. Mark went on to say that GSA International has scheduled training over the phone and internet with Implementation Team Lead, Kim Manzone,

each time they have added a new module and have only had good experiences.

Mark explained, "Prophesy has great customer service. Technical Support has been very quick to respond to us the few times that we've reached out to them. Steve and Kim have both been wonderful trainers. They are always available to help us and offer ideas as to how to use the system to our best advantage."

GSA International has seen results that were better than expected from the Prophesy Dispatch system. According to Mark, IFTA fuel tax preparation used to take the company 20 hours per quarter to complete and it now takes a mere 30 minutes. Their custom freight bill has also made worlds of a difference for them as well as their customers, and Prophesy Dispatch's search option has saved the staff time browsing the system for past information.

Looking forward, Mark is confident that there is only growth in store for GSA International. Dave Simpson has experienced the recession and was still able to grow exponentially. In the next year, the company hopes to grow 20%. Because GSA International places a strong emphasis on putting their customers first, Mark assures that growth will not be a problem.

ABOUT ACCELLOS

Accellos

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