

Progress® Business Empowerment Success Story

What Carrier Logistics Is Saying About Progress® Business Empowerment

“With Progress Business Empowerment we expect to increase our revenues by over 25% this year, allowing us to effectively double our company size over the next 2 years by leveraging our new customer wins and developing incremental business opportunities.”

Don Adams, President, Carrier Logistics Inc.

Partner Profile: Carrier Logistics Inc.

Carrier Logistics Inc.’s solutions for the LTL transportation industry — from dispatching, freight bill entry, and mobile data communications to call logging, general ledger, and EDI transactions – enable customers worldwide to stay ahead of the competition.

To sharpen their competitive edge, Carrier Logistics has participated in three Business Empowerment programs. They began by attending an **Executive Planning Workshop (EPW)**, one of the *Business Planning and Development* initiatives of the Empowerment program. The workshop reconfirmed their methodology of how to achieve significant company growth while providing additional insight into developing competitive strategies that result in a successful business plan.

Taking the next step, Carrier Logistics took advantage of the *Go To Market Strategy Implementation* program’s **Demo2Win Seminar**. This seminar offers proven concepts and industry techniques to help our partners position their Progress-based solutions for success. *Ken Weinberg, Vice President* of Carrier Logistics, found the Demo2Win seminar, “Excellent. I would recommend it to any ISV as a review of what they are now doing.”

In addition, Carrier Logistics has partnered with Progress to develop a targeted print and electronic advertising campaign as part of our **Demand Generation** program. By leveraging our *Who Makes Progress™* campaign, Carrier Logistics has significantly increased market awareness and visibility within the transportation industry and our program has generated over 76 leads to date.

Progress Business Empowerment programs are committed to enhancing our business relationships with our partners to ensure their continued market success by providing them the essential skills, knowledge, and marketing experiences necessary to achieve future growth.

Our goal is to empower our partners to be knowledgeable and self sufficient in developing future marketing programs, enabling them to identify opportunities for growth within their target markets, establish business relationships with industry experts, and continue to collaborate with Progress on ways we can mutually expand business and achieve our strategic objectives.

In the words of Carrier Logistics:

“The word ‘partner’ is starting to take on some real meaning.”

Don Adams

“We believe Progress Business Empowerment will help us in achieving a leadership market position by expanding our customer base within the transportation segment of the marketplace through strategic collaborative marketing activities that will achieve our business objectives.”

Ken Weinberg

“I am very pleased with the programs that Progress has provided us in the last 6 months. We see that it will definitely improve (our) market position with Progress’ assistance.”

Ken Weinberg