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*Transportation Management Solutions*

Les A. Hamashima  
O 919-862-1900 x118  
[Les.Hamashima@transite.com](mailto:Les.Hamashima@transite.com)

## **For Immediate Release**

### **Transite Technology Introduces My Freight Portal<sup>®</sup>-3PL to Address Needs of Logistics Companies** *Enables Transactional Cost and Profit Management while driving loyalty to 3PL by delivering easy-to-use full transportation process functionality*

**RALEIGH, NC—June 22, 2009—**[Transite Technology](#), a leading provider of transportation management products and services, has released [My Freight Portal-3PL](#) enabling logistics companies to easily manage costs and profits for each transaction, while providing the 3PL's customers with full transportation process functionality.

"We've been listening to our 3PL and broker customers," said Geoff Comrie, CEO of Transite. "They wanted a 3PL-version of My Freight Portal that had specific features to improve their business processes, help build customer loyalty, and grow revenues and profits. And, it had to be cost-effective, simple and quick."

To enhance organizational business processes, My Freight Portal-3PL enables logistics companies to easily integrate financial data related to their transportation—such as accounts payable and receivable—into their existing accounting packages such as QuickBooks. Reports, such as customer activity levels, financials, and patterns of carrier selection provide data critical in strengthening business and customer relationship management.

My Freight Portal-3PL is a cornerstone in a logistics company's customer attraction and retention efforts. The product easily integrates into their customer's systems--ERP, eCommerce, web site—so they have the ability to manage and automate all aspects of the logistics lifecycle, from the most effective carrier selection and execution to freight audit. Their customers can rate shop for their least cost carrier including transit times (mode independent) and receive real-time tracking and shipment visibility and proactive notification upon delivery or change in status.

For profit management, "markup per transaction" is easily managed on each transaction. And, by using My Freight Portal-3PL, the logistics company can enable the shipper customer to manage *their* markup and profit margin as they deliver products to their end customer.

#### **About Transite Technology**

Since 2002, Transite's solutions, technologies and services have enabled many of America's best run 3PLs, brokers, shippers and carriers to streamline processes and increase profits. Transite allows these parties to automate and manage LTL, TL, small package, ocean, and air shipments. The company's products range from complete solutions to technologies used by other TMS and ERP vendors to provide best-of-breed functionality. Transite's solutions are hosted or purchased, flexible, quick to implement, and cost-effective. [www.transite.com](http://www.transite.com)