



“Transportation Management Systems: Do they really deliver?”

CASE STUDY

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Case Study - Shipper

Hallmark Cards, Inc.

Hallmark Cards, Inc. the #1 producer of greeting cards started in 1910. Product is sold under the flagship brand, Hallmark, along with Expressions From Hallmark, Ambassador, Keepsakes and Shoebox. Product is available at 42,000 US retail stores, including mass merchandisers, discount, drug and food stores. Additionally, 5700 specialty stores, which includes Hallmark Gold Crown stores distribute product.

Case Study - Shipper

Hallmark Cards, Inc.

Hallmark also owns Binney & Smith (maker of Crayola brand crayons) and portrait studio chain, The Picture People. It offers electronic greeting cards and flowers through its Web site, Hallmark.com, and produces television movies through Hallmark Entertainment and its majority-owned Crown Media unit.

Case Study - Shipper Profile

Hallmark Cards, Inc.

- Thousands of vendors
- Numerous Mfg. Facilities and Multiple DC's
- Tens of Thousands Retail Receiving locations
- Tens of millions of \$'s in Annual Trans expenditure
- Utilizing aged paper routing guides
- Outdated legacy systems and no execution functionality
- Phones and faxes used for shipment execution
- TMS need is in Shipment Execution

Case Study - Technology Vendor Profile

NTE, Inc.

As the pioneer in online logistics, NTE (www.nte.com) offers technology-enabled solutions that improve supply chain efficiency in transportation management. Thousands of companies across America rely on NTE for transportation event management, visibility, planning and execution. Through NTE, they improve their decision-making capabilities, reduce costs, increase revenue opportunities and improve customer satisfaction. Its customers include Target Stores, Sara Lee Bakery Group, Dal-Tile, Verizon, TranSource, Overstock.com, Honeywell, and Houg Specialty Services.



Case Study - Technology Vendor Profile

NTE, Inc.

- Hosted solution
- Web Expertise
- Infrastructure & Architecture
- Carrier communication links established
- Transportation experience
- Significant client base
- Low barriers to entry

NTE Solutions and Services

NTE SUITE™ Supply Chain Execution and Transportation Management Suite

NTE TRADE™

Automated routing guide
execution, exception
management & status

- Flexible tiered or broadcast tendering
- Shippers/3PL/Brokers/carriers rules and routing guide
- Auction tier service

- Web services model
- Minimum set-up
- Subscription, transaction and license-based pricing

NTE VIEW™

Visibility and Supply Chain
Event Management

- Supply chain event management
- Fully integrated, multi-level visibility for buyers, suppliers and carriers

NTE MANAGE™

Automated transportation
planning and management

- Consolidation
- Optimization
- Aggregation

Complementary Services

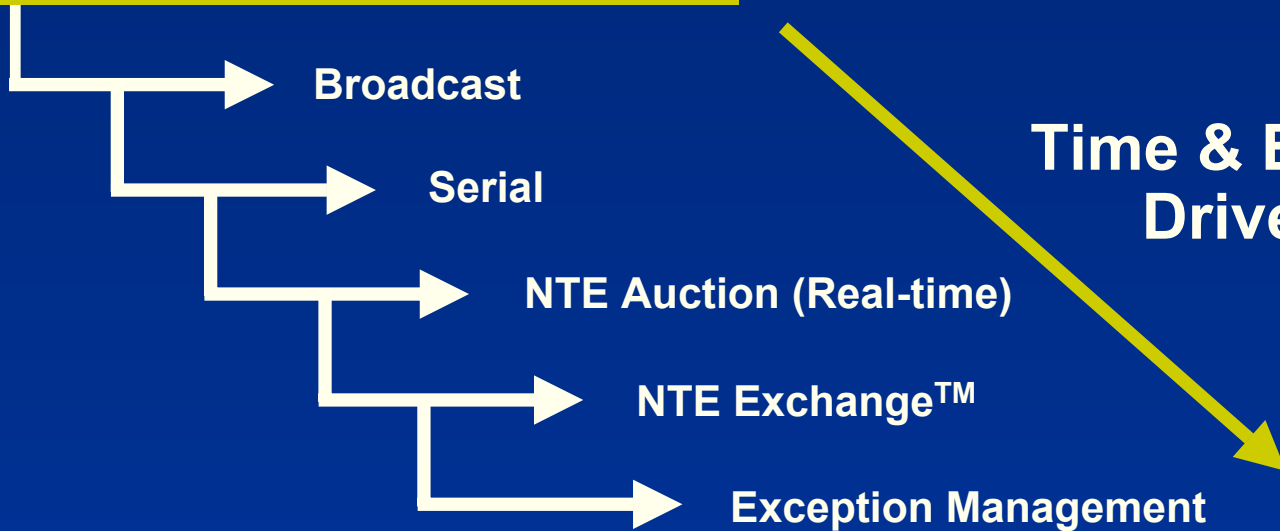
- NTE RAPID RATER™ for quick quotes on your shipment transportation costs
- NTE BID™ for optimization-based transportation bidding
- NTE CONNECT™ for supply chain partner systems integration
- NTE EXCHANGE™ for visibility to and communication with carrier community

NTE TRADE™

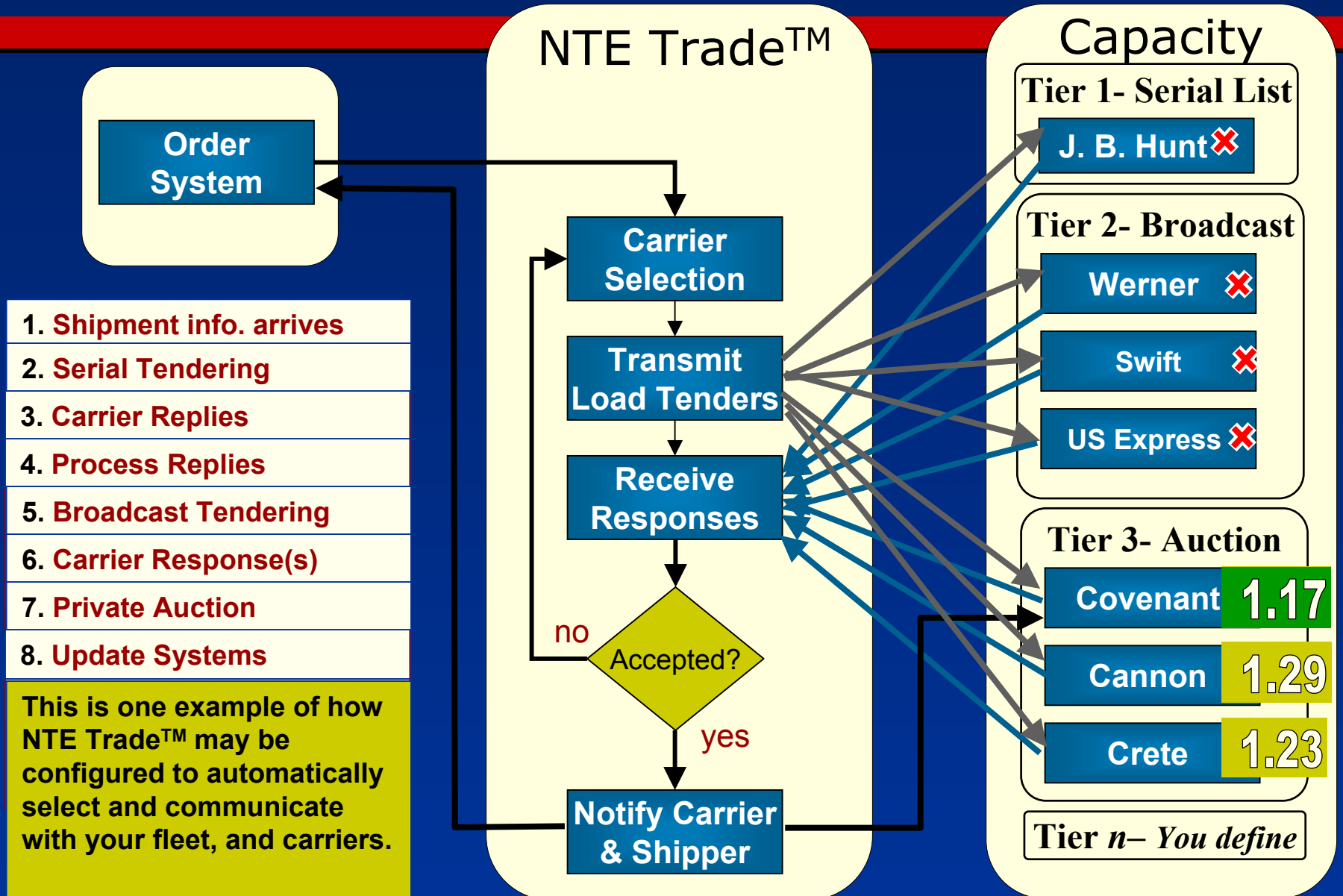
Automated, multi-tiered routing guide execution and exception management

NTE TRADE™

- Rules Driven
- Auto-Tender/Retender
- Flexible Execution Plans
- Carrier Accept/Reject
- Alert Notification
- Carrier Report Card



NTE TRADE™ Process Tiers



Execution Plan for this Shipment

The screenshot displays the NTE web application interface. The main window shows a shipment with Order Number 136982 and Status Incomplete. The execution plan is shown in a table below. A secondary window titled 'NTE Auction Carriers' is open, showing auction details and a carrier list.

Shipment Information:
Mileage: 718
Time Zone: Central Time
Date: 07/04/2003
Time: 09:00pm

Execution Plan Table:

#	Service	Price	Transit Days	Beginning	Ending
1	Jevic Transportation Inc	\$712.36	2	07/03/2003 02:10pm	07/03/2003 03:10pm
2	Usf Dugan	\$749.15	2	07/03/2003 03:10pm	07/03/2003 04:10pm
3	Hunt, J B Transport Inc	\$830.11	2	07/03/2003 04:10pm	07/03/2003 05:10pm
3	Swift Transportation Company Inc	\$837.47	2	07/03/2003 04:10pm	07/03/2003 05:10pm
4	Auction		N/A	07/03/2003 04:10pm	07/03/2003 04:40pm

Auction Details:
Order Number: 136982
Requested Bid Type: Rate Per Mile
Start Bid: \$1.50
Bid Step: \$0.02
Reserve Bid: \$1.40
Book It Now: \$1.25

Carrier List:

Carrier	SCAC
USF DUGAN	DUGN
HUNT, J B TRANSPORT INC	HJBT
SWIFT TRANSPORTATION COMPANY INC	SWFT
JEVIC TRANSPORTATION INC	JEVC

This Tier has a Service that offers loads to carriers sequentially



This Service broadcasts the load to multiple carriers simultaneously (notice times)

Auction allows carriers to provide spot quotes

Auction offers broad carrier real-time visibility

Case Study - Results & Outcome

Hallmark Cards, Inc.

- Private Community established 
- Training conducted
- Business rules and requirements implemented
- Compliance achieved
- Reduced manual labor expenses
- Improved carrier performance management through reporting metrics. 
- Cost savings established

Case Study - Results & Outcome

Hallmark Cards, Inc.

- Minimal capital expense
- Eliminated legacy system integration
- No system implementation to manage
- Quick response to changing business rules and requirements
- Functionality enhancements are driven by client and rolled out in product upgrades to all clients.
- No internal IT resource support required

**“Web-based Transportation
Management Systems:
Do they really deliver?”**

YES!

