



# AutoTransMart Case Study

## Open Source and BIT's EME Create Successful e-Commerce Site in Three Months

### **The Challenge**

In late October 2008, Vehicle Logistics Execution, LLC, (VLE) had an exciting new concept for the vehicle transportation industry and needed to bring it to market quickly. VLE needed to unveil a fully functional product at the National Automobile Dealers' Association annual conference in New Orleans on January 27, 2009 – just three short months from inception to production. VLE asked Business Integration Technology if it could be done.

VLE's new concept was an e-Commerce site that would match orders to ship vehicles (demand) with transportation providers that haul vehicles (supply) using a double-blind closed auction that shares some elements of sites like Lending Tree®, PriceLine® and eBay®. What came to be known as AutoTransMart had to provide a highly-automated, low-cost, and easy-to-use transportation solution. AutoTransMart had an aggressive timeline and intense requirements for integration. In addition to a sophisticated Web application for transportation management, AutoTransMart required integration to these business services:

- Federal Motor Carriers Safety Administration (FMCSA) - To ensure that carriers bidding on AutoTransMart loads have the proper authority to operate and carry adequate insurance (checked on each bid)
- FMCSA - To screen out any carrier with a non-compliant Safety Audit (checked on each bid)
- A route mileage calculator – To calculate mileage for each transportation order
- A vehicle identification number (VIN) decoder – To determine year, make, model, weight and physical dimensions for each vehicle
- Credit Card Merchant Services - To accept and process credit card fees for each accepted load
- Mass-mailing capability - To push bid requests that match each carrier's profile (tens of thousands of e-mails a day)

VLE had no IT infrastructure and needed BIT to host and manage the entire solution.

### **The Solution**

BIT and VLE went through an accelerated inception and elaboration for AutoTransMart lasting three weeks. Then BIT assessed the requirements and the fit with BIT's open source architecture, BIT's EME enterprise messaging engine, and the BIT team's abilities in application architecture, development, implementation and operation. BIT accepted the challenge and a fully-functional hosted AutoTransMart solution was warmly received at NADA with hundreds of automobile dealers expressing excited interest in saving money and managing their vehicle shipments more effectively.



BIT implemented AutoTransMart entirely in open source software with a key role played by BIT's EME based on Spring®, Mule®, and other leading open-source projects. AutoTransMart is hosted at an extremely cost-effective service provider utilizing open source virtualization. AutoTransMart was brought to market by a small team of developers in three short months working directly with subject matter experts in vehicle transportation.



### ***The Results***

Since January, AutoTransMart has continued to evolve and has added several more high-value business integrations:

- Integration to a strategic logistics partner's transportation management system that accepts transportation orders, places transportation orders, and synchronizes the load tendering, bidding, and acceptance processes.
- Integration to a major online vehicle auction that automatically registers new shippers and places orders for transportation with a single click.
- Integration to the online vehicle auction to automatically request and distribute vehicle authorization forms.

AutoTransMart has become highly successful in less than a year with major nationwide partnerships to move vehicles. It now has over 2,700 users representing more than 900 shippers and 1,800 carriers in a dynamic marketplace.

### ***About Business Integration Technology, Inc.***

Business Integration Technology, Inc. (BIT) is a leader in integration technology for transportation, logistics and supply chain management. BIT designs and implements highly cost-effective business-to-business connections that eliminate the costs of doing business with paper, phone and fax, bringing innovative value to shippers, carriers, 3PLs and companies looking to improve cycle time and reduce cost. BIT was founded by the team that built the messaging engine that runs North American Rail.

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