

Transportation Management and Shipping Software enabling Enterprises, eTailers, Retailers, Manufacturers and Distributors to Automate Multi-Carrier Management and Reduce Costs



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Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: Mr. Malley, what is the idea behind Pierbridge, Inc.?

Mr. Malley: We are a software development company that specializes in transportation management systems. We help companies ship more efficiently and make better decisions to reduce transportation costs.

CEOCFO: What are some of the challenges in the transportation industry that you can address?

Mr. Malley: Transportation is being driven more and more by the growth of ecommerce. Brick and mortar retailers are struggling to compete against Amazon and are moving toward adoption of omni-channel fulfillment strategies. To be successful, retailers have to be able to ship smaller parcels from any facility including warehouses, stores and suppliers directly to consumers' doorsteps. Supply chains are now competing against supply chains. Consumers want fast delivery and they want it to be free. They also want free returns. We help businesses determine the most cost-effective way of shipping orders and then automate weighing, rate shopping, cartonization, labeling, tracking and returns processing.

"Our employees have extensive industry experience and have established a clear track record of innovations dating back to 1991. Transtream is the only TMS platform that has been awarded FedEx Diamond and UPS Connectship platinum level certifications for four years running. That just really speaks to the quality, level of customer adoption, and the usefulness of our solutions."- Bob Malley

CEOCFO: Would you give us an example of what a typical engagement is? Who is coming to you? What are you providing? What are they choosing from? How do you make it easy for them?

Mr. Malley: Typically, we work with managers in charge of transportation and logistics. They are responsible for getting orders shipped and delivered on-time, while ensuring that transportation costs don't reduce margins. We sell through a community of systems integrators, consultants, and other technology partners who deploy our software on-premise or provide their customers with access to our Software as a Service (SaaS) solution. We sell "Transtream" as our SaaS solution. We are frequently introduced by one of our carrier partners, like FedEx, who understand that customers need our multi-carrier solutions. We evaluate customer requirements, look at their shipping patterns and fulfillment operations, as well as their delivery requirements, and then make recommendations as to what kinds of solutions would help them operate more efficiently and cost-effectively. We use our Composer tools to adapt apps to customer workflows. In order to automate processes, our solutions are almost always integrated with other enterprise systems. We have tools that simplify integration.