



**For Immediate Release**

## **BestTransport and iDashboards Announce Strategic Business Intelligence Partnership**

**26 MARCH 2008** – BestTransport.com and iDashboards have announced a strategic partnership that will deliver enhanced business intelligence and reporting capabilities to BestTransport's industry-leading Transportation Management System (TMS).

By integrating iDashboards software, BestTransport's customers will be able to leverage their information assets through visually rich, personalized dashboards to more quickly analyze, track, and drill down through the wealth of transportation data housed in the BestTransport information warehouse. The new solution, marketed by BestTransport as BestInsight, also provides real-time business activity monitoring of key performance indicators (KPI) through customizable email and dashboard alerts. Logistic professionals now have a simple, easy to use query application toolset for all their tactical and strategic reporting requirements. Both Shippers and Carriers have the ability to select the type of data they wish to analyze in order to make better business decisions and drive operational performance.

"At BestTransport, we have always been a customer driven organization. In recent months, our top Shippers and Carriers have asked us to enhance our reporting capabilities, and we saw iDashboards as the most complete solution for our requirements," says Bill D'Amico, BestTransport Vice President of Operations. "We researched many options, and without a doubt, the iDashboards tool set was the easiest to implement, both functionally and technically. Within a matter of hours, we were able to build and pilot a variety of customized dashboards using live data for one of our top customers. They were extremely impressed."

"As we continue to grow, we are always looking to add additional value for our TMS user community," adds Patrick Taylor, BestTransport Chief Executive Officer. "BestTransport and iDashboards share the same customer-focused approach, and our business models are complementary. I think this is a very valuable partnership that will help our customers become more efficient in the analyses of their transportation processes, which will in turn drive additional costs out of their annual freight spend."

iDashboards' proven expertise and leadership position in the enterprise dashboard software space will allow for quick and easy implementation for BestTransport's customers. Similar to the BestTransport TMS solution, it is a web-based application that has garnered several prestigious awards in recent years.

"We are excited about our relationship with BestTransport," says David Ferguson, Director of Business Development for iDashboards. "We have already seen the tangible benefit of this partnership by having two of BestTransport's Fortune 500 companies sign on for BestInsight. The synergy between our systems is such that both Shippers and Carriers can take advantage of the tool right out of the box, and easily customize their KPIs on the fly as they become more proficient."

### **About iDashboards**

Through its award-winning engineering and patented software, iDashboards helps companies leverage information assets through visually rich, real-time and personalized business intelligence dashboards to analyze, track, and drill-down through a wealth of information. iDashboards' global customer base consists of organizations ranging from large, Fortune 500 companies to small and medium-sized businesses, all of which are making quicker, well-informed business decisions with the help of iDashboards. The company is privately held and headquartered in Troy, Michigan. To find out more about iDashboards' solutions, please call (248) 952-0840 or visit [www.idashboards.com](http://www.idashboards.com).

### **About BestTransport**

BestTransport is a leading provider of online transportation management systems (TMS), an on-demand service that enables shippers and carriers to efficiently plan, execute and settle inbound and outbound freight activities using best practices. The company's TMS offering enhances freight visibility, delivers metrics to benchmark progress, reduces transportation costs and facilitates collaboration. BestTransport connects to over 4,000 shippers and carriers, processes thousands of shipments daily and continues to grow due to the power of its network. BestTransport's network has leading shippers using both flatbed and van, including Alcoa, Gerdau Ameristeel, Solo Cup and Allegheny Technologies. For more information, visit [www.BestTransport.com](http://www.BestTransport.com) or contact Bill D'Amico at 614.888.2378 Ext. 201.