

## CASE STUDY – TRANSPORT MANAGEMENT SOFTWARE

**Commissioned**

March 2011

**Client**

A UK based Automotive Transport and Logistics Company

**Nature of Consultancy**

*A feasibility and due diligence investigation. An investigation into the viability of a new venture in the transport management software arena.*

Our client is an emerging key player in the UK transport and logistics arena. Already gaining some traction in the manufacturer and major fleet arena, our client's Chairman sought to obtain a competitive advantage by decoupling the core service provision from the systems required by major clients to adequately manage their complex transport and storage needs.

It was his belief that the challenges of changing platform lead to supplier inertia in this arena.

Our detailed brief was to engage with two potential partners both having well developed platforms to investigate

- Their willingness to partner with our client
- Look at the current and future suitability of their software to the current and future automotive logistics challenges.

We made recommendations to our client based on technical and commercial criteria.

We then entered into discussions with the chosen partner (a prominent US company) to explore possible commercial relationships and to fully understand the scope of their product. We furthermore undertook a gap analysis of the product band the needs of the UK and European market place.

