



## Drive Efficiency and Productivity with SaaS Applications

It's said that 64% of small and medium businesses will commit to cloud-based technology as a means to boost workflow productivity in 2019. While a recent report reveals that 73% of organizations say nearly all (80%+) of their apps will be SaaS come 2020.

SaaS — what's that? Technically speaking, SaaS, or Software-as-a-Service, is a cloud-based computing service model. More accurately, SaaS is a licensing and delivery model used by software vendors to give users access to a fully functional and complete software product through a web browser, on a subscription basis. For those who still don't quite understand, let's compare it to something with which you're more familiar — think of SaaS like a full-service lease on a truck. Rather than buying a truck outright, you're getting the latest model vehicle with the exact specs you need at a much lower upfront cost; many lessors will also handle your fleet logistics, preventative maintenance, permitting and licensing, fuel tax issues, and even wash your truck. Don't need all of these services? No problem. The menu-driven approach to most leases allows you to customize the services that are right for you.

When we talk to trucking fleets, the first thing everyone says is, "We need to organize our business, improve logistics and increase efficiency." As competition increases and costs controls become even more of an issue, companies can no longer rely on old-school spreadsheets and other inefficient manual methods to conduct back office processes. That's what motivates them to look at software as a solution. Every day, SaaS offerings are used by thousands of businesses around the globe. In fact, many are probably using SaaS products, such as Office365, Salesforce, DocuSign and Google Apps, without even realizing it.

Trucking companies turn to BOLT because of our commitment to developing cloud-based Fleet Management Systems. Specifically developed for the Internet and the trucking industry, BOLT enables companies to maximize efficiencies while reducing costs. Flexible, expandable and user-friendly software allows our customers to only pay for what they use.

Nobody goes anywhere without their smartphone or mobile device these days, and among the biggest benefits for those in the transportation industry relying on SaaS has been the flexibility and accessibility to adapt requirements to meet customers' growing needs and to work effectively on devices no matter the time or place one is located.



Since the software is hosted in the cloud and accessible over the Internet, users can access it via mobile devices wherever they are connected. This includes sending and receiving driver instructions for commodity loading/unloading procedures, real-time shipment status, immediate invoicing and much more. For road warriors, the ability to access the software and data when they need it can change the nature of dispatch and logistics, customer service, job satisfaction and employee retention.

The BOLT Tandem Workflow app is a perfect example. Designed to improve the driving experience, as well as reduce paperwork, it operates in conjunction with the newest electronic logging devices (ELDs) to track freight, delivery, detention time, proof-of-delivery, weather and fuel preferences. Additionally, the app allows for immediate invoicing and allows drivers to quickly comment on each delivery.

We've all become accustomed to updates and new features on our modern electronic devices from computers to cameras—— the same is true with SaaS solutions. BOLT's management team comes from a transportation background, so there is an understanding and appreciation for the needs of those working in this industry. Our staff consists of seasoned personnel with extensive experience in dispatch, fuel management, supply chain management, and maintenance. We work closely with our clients to develop solutions and features that fit their specific requirements — there's no one-size-fits-all application such as you would have if you bought a ready-made software package. BOLT also manages software updates and upgrades for you — eliminating the need to install or download patches. At any one time, you can be assured that you will always have the most up-to-date software.

Because they are delivered as a service, SaaS solutions can be easily scaled up or down according to business needs. Unlike traditional software, SaaS is sold on a subscription basis that includes upgrades, maintenance and customer support. There's no need to hire a dedicated IT expert or wait on the local service tech to get around to the job. When providing business applications via SaaS, the complexity of the underlying IT infrastructure is all handled by your SaaS vendor (BOLT). Users don't need to worry about the maintenance of hardware or which operating system version supports which database – BOLT will take care of all of this for you (we guarantee your system will be available 99.5% of the time and back up your data on a nightly basis) so you can focus on other important aspects of your business.

Many businesses assume the adoption of SaaS to be about putting a focus on technology. And while there is some truth to that, the broader impact to operations cannot be ignored. To remain competitive, carriers need to



ensure they can adapt and deliver within an increasingly complex business environment with a more demanding customer base. SaaS solutions from BOLT provide the flexibility needed to be more productive and efficient, and not just run your business, but also grow it.

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