



Con-Way Transportation Services Driving Business Agility with On-Demand Access

You can catch sight of trucks operated by Con-Way Transportation Services, Inc. (Con-Way) on nearly any North American highway. Con-Way specializes in less-than-truck load (LTL) freight services, emergency expedite services, logistics, warehousing and air freight forwarding. This \$2.2 billion trucking and logistics arm of CNF Inc. moves more than 54,000 shipments per day for its customer base of 400,000.

THE CHALLENGE: GIVING 18,000 EMPLOYEES ON-DEMAND ACCESS TO INFORMATION

Logistics and shipping companies compete, in part, by providing customers with on-demand information about shipment status and the ability to quickly correct problems or redirect shipments. As a provider of premium less-than-truckload services in the transportation industry since 1983, Con-Way has proven it has superior capabilities. Since 1995, Con-Way has invested aggressively to give customers the benefits of state-of-the-art information access, including Web-based shipping and tracking.

Until 2000, Con-Way's employees used character-based, green screen terminals. Jackie Barretta, Vice President of Information Services at Con-Way, began to re-think the access strategy for employees and provided them with access to web-based shipping and tracking functions at that time. But employees were still compromised by limitations that 'grounded' them to specific workstations. Barretta found she needed to overhaul the company's access strategy to provide Con-Way employees with secure access to core business information and customer data from anywhere, at any time, using any device.

IMPLEMENTING A CITRIX SOLUTION FOR REMOTE OFFICE CONNECTIVITY

To bring customer and employee information together on the same track, Barretta implemented an access infrastructure solution comprised of Citrix® MetaFrame® Presentation Server software running on Microsoft® Windows® 2000 Servers. Using MetaFrame Presentation Server, the company now securely delivers Web-enabled Customer Relationship Management, Customer Account Maintenance, Linehaul Optimization, Bill of Lading entry as well as operations, finance, and human

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JACKIE BARRETTA

Vice President of Information Services,
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Key Benefits

- 65 to 80 percent savings in help desk and administrative costs over five years
- 44 percent IT hardware cost-savings
- Increased efficiency reduces cost and yields a competitive edge
- On-demand information access improves customer service
- Access infrastructure supports e-business



resources applications to employees located at hundreds of customer service centers, maintenance shops, and loading docks nationwide. Employees now have point-of-activity access to real-time shipping events and shipment movement planning, and up-to-the-minute status information from maintenance shops, loading docks, headquarters offices — in short, from anywhere.

BETTER LOGISTICS MEANS BETTER CUSTOMER RELATIONS AND BETTER BUSINESS

The new access strategy has helped to improve Con-Way’s competitive position by enabling on-demand information that makes trailer loading — involving multiple customer shipments and destinations — more efficient. And employees can access the same information as customers, answering questions effectively and getting to the bottom of problems quickly — leading to dramatically improved customer relations.

“It’s the perfect scenario for us,” noted Barretta. “Our Citrix access infrastructure solution gives all of our constituents on-demand access to any logistical and customer information, from anywhere. This is a real competitive advantage for us.”

ADMINISTRATIVE AND HELP DESK SUPPORT SAVINGS STACK UP

By using Citrix access infrastructure software in combination with inexpensive thin client terminals, Con-Way also stacks up big savings. The company estimates savings of 69 percent in help desk support and 80 percent in administrative costs over five years, due in part to the hardware savings derived

from replacing dumb terminals with more than 5,000 Wyse® Winterm™ Windows-based terminals instead of PCs. Barretta estimates that the replacement costs for thin clients versus PCs is 44 percent lower. Training costs are also kept low, now that easy-to-use browser-based tools are in place.

TOP PERFORMANCE FROM ANYWHERE

Con-Way employees connect to a 100-server MetaFrame Presentation Server farm located in Portland via AT&T framed circuits. “We use the load management features of MetaFrame Presentation Server to ensure top performance across the system,” noted Mark Ozbun, Manager of Application Architecture at Con-Way. “We also use the secure gateway feature to let remote users access the same desktop they have in the office securely over the Internet. Large files are processed by the servers in Portland instead of being dragged across the wire — it’s faster and users like that.” Ozbun added that the company’s centralized computing approach makes it feasible for Con-Way to roll out new tools and features nearly every week.

FUTURE PLANS

Now nothing stands in the way as Con-Way continues to identify more innovative solutions for its customers and employees. With Citrix access infrastructure as the foundation of its access strategy, Con-Way will continue to extend greater access to more users, lower the total cost of IT, and increase the agility and flexibility of the business.

Networking Environment

- Citrix® MetaFrame® Presentation Server, Enterprise Edition, running on 100 HP ProLiant DL360 servers
- Microsoft® Windows® 2000 Servers
- AT&T Frame Relay WAN
- More than 5,000 Wyse® Winterm™ Windows-based terminals

Applications Deployed

- Custom Web-based applications including Customer Relationship Management, Customer Account Maintenance, Linehaul Optimization (shipment/ equipment movement planning), Safety Management, Shipment Tracking and Tracing, Bill of Lading entry, pickup requests, rate quotes, invoice corrections, and shipment document printing
- Microsoft Office Suite, Outlook, and Internet Explorer

About Citrix MetaFrame Access Suite: Extending the world’s most widely deployed presentation server, the Citrix MetaFrame Access Suite is access infrastructure for the on-demand enterprise. The suite centralizes access to applications and information and enables IT staffs to deliver, manage, monitor and measure enterprise resources on demand.