

ERT Software Systems
APPLICATION NEWSLETTER

Volume 3, Issue 2

May 31, 2010

To our Valued Clients.....
A Partnership

As we have reached the end of the first quarter of 2009, I wanted to take a moment to thank all of you who have continued to support E.R.T. Software Systems through this difficult economic period. Having been a member of the transportation industry for 20+ years, I know firsthand the challenges you face in adapting to the current state of Trucking/Brokerage business, and commend all of you for continuing to thrive. We have not had one client succumb to the economy's downturn in the past year, and I think that speaks volumes for the quality of the clients we serve.

As business partners, we have vested interest in each other prosperity and growth. As a software company, it is our mission to provide you, our partner, with the tools to run your business as efficiently as possible, taking advantage of the newest technologies. In turn, we rely on your feedback, suggestions, and continued support in the form of maintenance contracts to give us the steady foundation from which to improve our products.

Unfortunately, as Transportation companies struggle to survive, they look for every possible expense to control. Often, what appears as an "extra" expense, such as support contract fees, or upgrade costs, are the first to be trimmed. While this may provide an immediate short term cost savings, it has proven time and time again to result in a great deal of extra expense in the long run. As clients and potential clients attempt to control costs, investments in software are delayed or cancelled. Support contracts are not renewed and upgrades are not made. Software Companies derive revenue from three possible sources, New System Sales, Support Contract Fees and Custom Development. We must allocate our resources between sales efforts, support services, custom projects and system upgrades (new version development). Revenues from Support Contracts provide the base which allows us to concentrate our efforts on system enhancements and support for our client base.

Over the recent months, I have seen a marked decline in the number of clients who wish to maintain or renew support contracts. The 2nd Quarter 2009 support renewal has decreased to only 30% of those who renewed for the 1st quarter. Clients who have chosen not to participate have also chosen not to upgrade to current versions, as they are no longer entitled to the FREE upgrades. With each passing release, they fall further and further behind. As our Support Contract Base erodes, and our support revenue is reduced, we must to reallocate our resources. In such cases, we must turn our attention to new system sales and custom programming projects to replace lost revenue, but to do so is at the direct expense of system enhancements. We can not devote the time to producing new, updated versions as frequently, when the number of clients subscribing to support services dwindles, and those who do not have support contracts choose not purchase upgrades. This is not the path we want to follow and hope it is not one we are forced to follow. Our business has always been based on slow, steady new system sales, with an emphasis on support and development. This model has benefitted both our company and our clients.

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In summary, what appears as a very small cost saving today could possibly end up costing much more than any savings realized. The small monthly investment in a support contract (usually between 50.00-100.00) could be the best investment in your business that you could make. With your support, we can concentrate on enhancing our products and supporting our clients. We can insure that you have the systems and features you need to grow your business in this difficult time. When you do need support services, we will be there for you without incurring high “On Demand” support charges, Most importantly, you will be helping insure that we are there for you, long into the future, protecting your software investment. Without your support, we must concentrate on our other sources of revenue, or risk our survival. You have an investment in our software and our company, just as we have an investment in each of you. Our relationship is that of a partnership and we value each of you as customer, and look forward to a long and successful relationship.

Evan

Version 6.0 Rollout

The rollout of the **E.R.T. TRANSPORTATION MANAGER V6.0** system is now complete. Most of our eligible clients have been upgraded and we are hard at work on Version 6.5. As Version 6.0 was completely rewritten from the ground up, there were some early obstacles to overcome, but with the patience and assistance of our clients, we were able to insure the system operated at the levels we envisioned. We would like to thank all of you for your help, feedback and guidance during this period. In this issue of the Newsletter, we will cover:

- Version 6.5 Planned Enhancements
- Why Upgrade?
- Support Plan Philosophy
- The Future Vision?
- Future Product Release Schedules

Version 6.5 Planned Enhancements

Version 6.5 will build upon the platforms created in V6.0, extending the functionality of the base system, while adding new, optional modules designed to further enhance your company’s productivity. Some of the projected upgrades are:

- Integration of the ERT Integrated Accounting – A Vastly improved realtime, efficient accounting with highly customizable management and procedural capabilities native to the ERT application
- Enhancements to the Sales Commission System
- Invoice Adjustment/Rate Change with update to Accounting and commission

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- Load number prefix
- Initial web integrations
 - Limited Customer and Carrier Functionality
- Email and Faxing of Invoices
- “Revised” Confirmations
- Reordering Cash Receipts by Load#
- Load List Broadcast by Fax/Email

Why Upgrade?

Each version of the **ERT Transportation Manager** builds upon the prior version. With the release of Version 6.0, we made a dramatic move to a new database platform. All future releases will continue to extend and enhance its functionality. If you haven't already done so, consider upgrading today. With each update skipped, it becomes more difficult and more expensive to make the move to the new family of products. As versions are retired, our ability to support them is dramatically decreased. Upgrading insures that you have access to the most current version of the product, access to all of the new features and enhancements released, and access to comprehensive support services.

Support Plan Philosophy

Users should be aware of the importance of participating in the **Support Plan**. It should be recognized as a mission-critical component of your business tools. We attempt to ensure a good return for the Support investment, conscientiously keeping our costs low in order to minimize the costs we have to pass on to our partners. It has been our philosophy that what's good for our partners ensures viability for all parties.

Sincerely, we appreciate your support. We strive to ensure you receive value for your continued support. Support fees are how we finance our on-going development activities and ensure that we're here when you require assistance.

The Future Vision.....Where do we go from here?

The **ERT Integrated Accounting System (IAS)** is being incorporated and scheduled for deployment in the **Version 6.5 Release**. Existing interfaces with QuickBooks and YES/Business Standard Accounting will continue to be supported. The new ERT IAS option will, however, provide new, enhanced capabilities to accounting functionality!

Building upon the infrastructure deployed in the Version 6.x Releases, **Version 7.x** will see all products begin migrating to Microsoft's **.Net platform**. This project will provide a platform consistent with current commercial software development trends. The move to the .Net paradigm is a serious commitment involving the migration of hundreds of

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thousands of existing lines of code. The move to .Net will position the [ERT Transportation Manager](#) to move forward long into the future.

Future Product Release Roadmap

Version 7.0 Planned Enhancements

- Enhanced Web functionality
 - Customer Portal
 - Carrier Portal
 - Agent Portal
- Multi Line Commodities
- Batch payment of carrier invoices
- Imaging
- Itemize Accessories on Confirmation
- Searching of Rate Details
- Company Remit Address

Version 7.5

- Adoption of the .NET programming language
- Upgrade of the DBMS to the VistaDB V3x DBMS which is native to .Net applications
- Personalized dispatcher confirmations
- Integration with the MARS rating engine
- Update contacts at time of confirmation
- Pro# on multi bill
- Email Server integration

*** Exact content of each release is subject to modification and change. The above are projected features and their planned deployment version.

We have been working hard to ensure comprehensive design. If you have suggestions or requests you'd like to ensure are considered, there's no time like the present to get them off of your chest! Feel free to contact us by either email or phone.