



Accellos Increases Supply Chain Visibility

What if you could dramatically increase productivity, efficiency, and visibility of activities that take place in your warehouse or distribution center, or empower logistics providers to meet the needs of individual clients dynamically and cost-effectively? What if you could assist transportation carriers, brokers and shippers in maximizing the effectiveness of their transportation planning, execution and reporting? From the very beginning, Accellos set out to address just these concerns with its comprehensive suite of supply chain execution solutions for small- to mid-market companies — all built on Microsoft SharePoint® Server 2007, and other Microsoft® technologies.

Founded in February 2006, Accellos partnered with the Microsoft Emerging Business Team early on to validate its market assumptions, determine how Microsoft viewed the space, and help the company navigate the Microsoft ecosystem. Accellos set out to provide, as its principals say, 'more innovation for less investment,' and to offer a comprehensive suite of supply chain execution solutions where only point solutions existed before. To enter the market quickly, it acquired two companies: Radio Beacon Inc., a registered Microsoft partner that offers warehouse management systems for distributors and manufacturers, and Headwater Technology Solutions Inc., a provider of third-party logistics, transportation management, and mobile fleet management. Rounding out

its offering, Accellos acquired Maximum Data, a Microsoft Gold Certified Partner and a leader in real-time automated data collection solutions for seamless integration with Microsoft Dynamics Great Plains (GP) ERP package, in August 2007.

With these acquisitions, Accellos now has nearly 1,000 supply chain customers, and its products are available in seven languages in more than 20 countries worldwide.

The company just announced plans to launch an integrated suite of supply chain solutions comprised of warehouse, logistics, transportation, mobile and business intelligence called Accellos One, all built on Microsoft's SharePoint Server 2007 — a new server program that's part of 2007 Microsoft Office System.

Fast Facts

Company Name: Accellos, Inc.

Headquarters: Colorado Springs, CO

Web Site: www.accellos.com

Profile: Accellos is a global provider of logistics, warehouse, 3PL, transportation and mobile fleet management solutions. The company provides powerful supply-chain execution solutions that are easy to customize and implement, providing its customers with more innovation for less investment, while producing significant savings and greater profitability. Accellos addresses the supply chain and execution market with warehouse management systems for multiple environments; Microsoft Windows-based transportation management solutions and in field-mobile resource management solutions.

Benefits:

- Provides solutions that are easy to customize and implement — more innovation for less investment
- Offers extensibility into non-supply chain processes as well
- Improves productivity, efficiency, and accuracy
- Addresses comprehensive supply-chain solutions for small to mid-market companies

Accellos
Accelerate Your Business

“ Thanks to Accellos’ integration with Microsoft Dynamics GP, Caribou Coffee is now able to accurately track warehouse performance in real time. With the new tools at our disposal, we can track inventory levels in real time, as well as gain other performance information that helps us make better decisions and improves our ability to manage the warehouse. ”

—Jon Christensen, Director of Distribution and Contract Services, Caribou Coffee Company Inc. One of the largest specialty coffee companies in the U.S., Caribou is better managing its warehouse operations, improving operating efficiencies substantially, and enhancing customer service levels.

According to Ross Elliott, Executive Vice President of Accellos, “SharePoint offers us a tremendous platform to build upon. The user experience is familiar and easy to learn. We think that our customers will find the extensibility of SharePoint into non-supply chain processes a key component of the overall value proposition of Accellos One.”

Explains Elliott, “We are a complete Microsoft shop. Our products are written (or are being rewritten) using Microsoft Visual Studio® and the Visual C#® language, and we leverage Microsoft Windows® Server 2003, SQL Server™ 2005, Terminal Server, and Internet Information Services (IIS). As the 2008 product suite is rolling out, we’re early adopters of Longhorn (Windows Server 2008), Katmai (SQL Server 2008), Windows Presentation Foundation, Windows Communications Foundation, and Windows Workflow Foundation. We built SharePoint into our product as the foundational element for our ‘composite’ application suite.”

Elliott acknowledges that in the small-to medium-sized market (SMB), Microsoft technology dominates.

According to Elliott, “Microsoft is the accepted ‘gold standard’ in the SMB market. It lowers our barrier to entry, and that’s a key advantage for us. Second, we believe that Microsoft offers a broad set of leading edge technologies that interact with one another at a level beyond anything available from its competitors. They have a very manageable set of solutions so that our customers won’t have to spend a lot on infrastructure or IT training to manage it. The Microsoft technology stack enables us to tack on our solutions at the infrastructure layer and deliver greater value for a reasonable investment.”

Microsoft Technologies

- Microsoft SQL Server 2005
- Microsoft .NET Framework
- Microsoft SharePoint Server 2007
- Microsoft Visual Studio
- Microsoft Visual C#

As a Microsoft Gold Certified Partner, and Partner Advisory Council (PAC) member, Accellos works closely with the Microsoft partner channels. In fact, Accellos’ go-to-market channel is through Microsoft Dynamics — focused on providing a line of integrated, adaptable business management solutions that help companies make business decisions better.

Explains Elliott, “Whether we’re working with Microsoft Dynamics GP, NAV, SL, AX or others, we take those ERP systems along with our supply chain solutions to put together a more fully featured set of solutions for a distribution company, third-party logistics provider, or transportation company. SharePoint makes it all more practical. By using SharePoint as the focal point, nearly any system that has a browser can bring up that solution, and we can provide rich functionality without having to load any software other than a browser on their PC or thin client.”

For customer Caribou Coffee Company, Inc., one of the largest specialty coffee companies in the U.S., Accellos’ warehouse management solution and its tight integration with Microsoft Dynamics GP was critical. With real-time visibility into its supply chain (and its operations

at more than 300 stores nationwide), Caribou is better managing its warehouse operations, improving operating efficiencies substantially, and enhancing customer service levels.

While Caribou is a traditional software license, Accellos also offers a pure Software-as-a-Service (SaaS) offering for companies that operate truck fleets. Accellos Real Dispatch is an automated mobile resource management solution designed to bring immediacy to the dispatch process through wireless deployment of driver trip plans. Already in use at leading transportation countries across North America, it accurately tracks the status and location of drivers and in-field freight, and operates on Windows Mobile® 5 devices loaded with manifest, route, and activities to be managed.

Says Elliott, “This product provides scalability, reliability, secure delivery, and flexibility. And due to the nature of the .NET coding standards, the product is also extremely configurable and customizable, and with the subscription nature offers an extremely low cost of initial investment — \$45 per truck per month.”

■ To find out more about the Microsoft Emerging Business Team and the Microsoft Partner programs available for startups, go to www.MicrosoftStartupZone.com

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