

CASE STUDY: Faster to Market

ExpressYard

Challenge:

ExpressYard was a start-up technology company struggling to grow in an old-world market segment. The rail business is traditionally reluctant to try anything new, and railcar repair yards had become complacent with software programs that were actually holding back their business. ExpressYard knew they could confidently close the sale if only they could get in front of their prospects... but that was their challenge.

Integrated Marketing Communications:

These guys were different, and their brand needed to reflect that. We helped ExpressYard launch their business with a creative branding campaign that aligned their product evolution to the problems (costs) previously overlooked by railcar maintenance facilities. Guerrilla marketing tactics during their first appearance at the industry's leading trade show, coupled with an eye-catching booth display, made the industry take notice. A media blitz featuring an ad campaign unlike any other in the trade pubs brought awareness to the masses that a game changer had arrived. The use of a multi-targeted direct mail campaign with specifically relevant messaging to the key influencers put this young enterprise on track for success.

Results achieved:

The doors to their market opened up. Within the first year, ExpressYard realized a **200% increase** in customer base with **revenue growth up 130%**.



Boost your repair business!

ExpressYard™
Repair Shop Operations Solutions

Energize the performance of your railcar repair operations!
Other systems make bold promises, but *only* ExpressYard™ pumps pure productivity through every area of your shop. And, with a fully energized team, your repair operation performs at its full potential. Check out our key ingredients and then sample ExpressYard for yourself!

KEY INGREDIENTS
Serving Size: 1 per repair shop

- Comprehensive railcar repair operations solutions
- Spontaneous user acceptance
- Real-time AAR and UMILER data feeds
- Easy migration of existing system data
- Configurable to the needs of any size shop

KEY BENEFITS*

- 20% increase in overall productivity
- 9% more revenue per repair bill
- 100% spontaneous user acceptance
- 90% decrease in month-end billing time
- 30% less material handling
- 50% reduced data input time

*Based on actual customer experience

Join the growing number of repair facilities already maximizing their performance.
Get your Free 30-Day
Call 866-505-1717
www.expressyard.com

ExpressYard™

Robert, want to know how I increased my overall productivity by 20%?

Robert, want to know how I decreased my month-end billing time by 90%?

Robert, want to know how I added 9% more revenue to each repair bill?

Robert, want to know how I reduced my inspection time by 50%?

Accelerate your railcar repair productivity company-wide!

Only ExpressYard™ pumps pure energy through every area of your facility.

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The ExpressYard Solution - A Complete System

ExpressYard™

ExpressYard™

ExpressYard™ Transforming Repair Billing

The complete railcar repair billing, inspection and operations management system

- Labor Tracking
- Management Reports
- Rugged Handhelds
- AAR & Contract Repair Billing
- Inventory Management
- UMILER/EMS Integration