


YOUR FUTURE.

▶ OUR COMMITMENT.



our mission

TO GENERATE SUPERIOR VALUE FOR OUR CLIENTS BY DELIVERING EFFICIENT AND COST-EFFECTIVE TRANSPORTATION MANAGEMENT AND COMMUNICATION SOLUTIONS COMBINED WITH "BEST IN CLASS" SERVICE, WHILE ESTABLISHING AND MAINTAINING A LONG-TERM RELATIONSHIP WITH EVERY CLIENT THAT IS BUILT UPON RESPECT, CONFIDENCE, INTEGRITY, AND MUTUAL TRUST.



## YOUR FUTURE. OUR COMMITMENT.

Transfinder is your partner in student transportation management, district-wide communications, GPS integration, fleet maintenance, and outreach to parents and the community.

Our comprehensive suite of products, solutions, and services—from the most flexible and powerful desktop transportation management system in the market to our comprehensive suite of Web-based communication solutions and services—enable you and your staff to:

- Provide safe and reliable student transportation;
- Allocate and manage your transportation assets to optimal performance;
- Adjust to day-to-day schedule, school, or route changes;
- Ensure a smooth transition to meet the challenges of regionalization and/or redistricting;
- Communicate and interact in real time with district-wide personnel, teachers, parents and the community; and
- Meet budgetary challenges without reducing the quality of your services.

We are committed to helping you find the best solutions for your school district in:

- Cost savings
- Efficiencies
- Student Safety

### CUSTOMER DRIVEN FOCUS

As a leader in the industry for more than 25 years, Transfinder has worked and continues to work in tandem with school districts across the country to continually develop and upgrade our software products and services. Our goal: to help our customers meet new demands on their districts today and for the future.

As a result, you can rely on Transfinder for:

- Proven reliability in product performance;
- Comprehensive knowledge of transportation logistics and planning;
- Superior training and implementation services;
- Customized state-specific or district-focused report writing;
- Substantial cost savings through innovative route planning solutions; and
- Quality customer service and support from knowledgeable technical professionals.

This ensures that you are applying best practices in managing your transportation and communication operations.

At the same time, Transfinder's technical training and support teams are available on a daily on-demand basis to respond to your questions so that you can continually provide value-added benefits to your district.





## USER-FRIENDLY SUITE OF PRODUCTS AND SERVICES

With our commitment to open architecture and ease of use, all Transfinder products, solutions, and services work seamlessly together to give you a comprehensive management system, which you can install all at once or add on as your needs and requirements expand or change.

Built on a foundation of technology from industry leaders Microsoft®, Pitney Bowes Business Insight®, and Business Objects Crystal Reports®, our solutions integrate seamlessly with your district's student information systems. They also are adaptable to your unique transportation requirements and school and community communication needs.

"Buses in the Coxsackie-Athens school district traveled approximately 272,500 miles a year. After reviewing the district's routes with Transfinder's Routefinder Pro, we were able to consolidate to only 222,000 miles— saving 50,500 miles worth of diesel fuel and nearly \$75,000 in transportation costs."

TED NUGENT  
TRANSPORTATION SUPERVISOR  
COXSACKIE-ATHENS CENTRAL SCHOOL DISTRICT  
COXSACKIE, NY

Transfinder's suite of products and solutions offers you not only superb performance and a substantial return on your investment, but also a long-term partnership with Transfinder—a company committed to your continual success.



**Routefinder Pro**, our feature-rich, industry-leading routing solution with the most advanced mapping capabilities available today, enables you to manage your student transportation operation to optimal performance. Several features in our system enable you to create greater efficiencies and cost savings, while maintaining safety.

- **Sequence Optimization** can automatically optimize travel time or distance on a route in a selected geographic area. You then can create “what if” scenarios to determine the most efficient, yet safest, course of action.
- You also can realize improvements by comparing trip and student information with **District Policies**. By adhering to or modifying a policy, such as walk-to-stop distance, you may be able to make incremental changes that lead to greater efficiencies.
- **Analytics** enables you to automatically summarize selected data from one source or from multiple sources to analyze specific areas of your operation. You can use this analysis to compare the selected areas against Key Performance Indicators (KPIs) to improve or showcase your department's performance.
- Recognizing that the industry is moving toward a better understanding of day-to-day fluctuations in student ridership, Routefinder Pro is designed for **Calendar-based Routing**, which helps you better manage your resources and control costs.
- Finally, the **Document Center** in Routefinder Pro ensures that you have a central repository for critical documents related to students, vehicles, and trips. This repository is essential for tracking and mitigating incidents, such as bus accidents or bullying situations. You also can readily retrieve documentation requested by your district administration or Board.



**Infofinder le** enables you to give designated district personnel access to your transportation data, enabling them to view this data on interactive maps, and print and email as needed. It also enables you to completely automate field trip management, including the ability to allocate expenses and confirm transportation resources.



**Infofinder mobile** gives you access to your transportation information wherever you are. No longer tethered to your office, you can document and retrieve information on the fly, anywhere and anytime using our mobile app on your iPad or iPhone. You also can allow designated district personnel as well as your district administrators and Board to access information on their own, empowering them with information at their fingertips.



**Infofinder i** allows parents and guardians to view transportation information on your district website. They can see their home address, a listing of the stops that service their children, and the bus route and school location. You simply add links to your existing website and Transfinder does the rest.



**Busfinder**, our AVL software, enables you to import GPS data from multiple sources to view routes and stops in real time so you can analyze actual versus planned routes. Compatible with the leading GPS providers in the industry, Busfinder enables you to capitalize on your investment in GPS to track on-time performance and assess whether your day-to-day operation actually reflects what you planned.



**Servicefinder** provides you with a comprehensive fleet management program that enables you to manage your vehicles, parts, inventory, and work orders. It gives you control over areas vital to your fleet's performance: from bar coding for optimal inventory control and fuel import to measure fuel usage per vehicle to flat labor rate to help you measure technician productivity on specific tasks.



In **Tripfinder**, we offer a solution solely designed for managing field trip requests, approvals, and allocations. Tripfinder gives district personnel access to your data via your intranet and enables them to submit requests, and track approvals. It also enables you to allocate resources and provide reports on each field trip, including expenses.





## **PERSONALIZED IMPLEMENTATION, TRAINING, AND SUPPORT**

Based on the principle that each client's success is the company's success, Transfinder places each client in the hands of competent project managers.

The Customer Project Manager oversees the performance of all company resources assigned to the project and communicates consistently with project stakeholders to ensure that client goals for efficiencies, cost savings, and safety are met.

### RESOURCES INCLUDE:

Software Deployment Engineers for successful product installation; GIS/Data Engineers to acquire and convert client data and ensure custom integration with the student information system; Application Specialists to conduct one-on-one training sessions; and Custom Report Specialists to develop reports requested by the client.

The Customer Project Manager also conducts milestone meetings, including a kick-off meeting to establish preliminary plans; a project plan meeting to develop a work plan with agreed-upon timelines; and a wrap-up meeting to ensure a desired outcome.

We engage you for the long term, enabling you to become proficient at using our solutions to continually improve your operations.

## UNIQUE GPS IMPLEMENTATION SERVICE

Unique to Transfinder is an optional GPS implementation service, called RouteBuilder.

We provide you with GPS units for your fleet to automatically create your routes while your drivers drive.

You can then use the power of Routefinder Pro to analyze actual routes and adjust them for optimal performance. This enables you not only to be up and running in record time, but also to be operating very efficiently.

Existing customers already benefitting from Routefinder Pro and who do not have GPS installed on their buses, can use RouteBuilder to analyze actual versus planned routes, and make adjustments to trips to optimize them for time or distance.

“Transfinder’s Training Team helped me figure out how to transport 30 late enrolled students to over four school districts by adding only one bus route. So far Transfinder has helped save Madison County School District nearly \$30,000 with only this one tool.”

SKIP BENTON  
DIRECTOR OF TRANSPORTATION  
MADISON COUNTY SCHOOL DISTRICT  
RICHMOND, KY

“The program from Transfinder has been easy to learn and the company’s technical support has always been helpful and responsive to our questions. Transfinder knows the school transportation industry and has done a very good job of contributing to our success here.”

FRED STANLEY  
TRANSPORTATION SUPERVISOR  
OLYMPIA SCHOOL DISTRICT  
TUMWATER, WA

## ON-DEMAND CUSTOMER SUPPORT

Transfinder’s technical support and maintenance is invaluable to helping you get the most from your investment. It ensures that you can sustain a highly efficient and cost effective operation for your school district.

Following your initial implementation and training, we provide you with toll-free access to our knowledgeable staff. They are always prepared to respond to questions related to software use, installation, technical or map-related issues, custom report requests, and special circumstances affecting your operation.

You also have unlimited access to our client portal—mytransfinder.com—where you can access documentation on our software solutions, take online tutorials at your convenience, and sign up for Webinars on topics of interest. Within the portal, we also provide you with direct access to information on your own district through My Project, My Stats, and My Downloads.

Exclusive to you is our Client Forum, which provides an opportunity to interact in real time with our company and your peers. Through the eForum, you have immediate access to the latest information on our products and services; you can participate in our Tech Exchange, which is moderated by our technical support team and provides insights into FAQs; and you can easily post your own comments, questions, and recommendations.

Finally, we are constantly enhancing functionality to improve your experience with our software. As your partner for the long term, we believe that your success is our success.

## PROFESSIONAL SERVICES

Our Professional Services Consultants answer your needs for greater operational efficiencies, advanced training for your staff, and policy recommendations that will improve your department’s value to your district. By working closely with you, we can assess several scenarios that can improve efficiencies and cost savings.

We can help you determine which scenarios can best be implemented to ensure student safety and services while having minimal impact on the community.

With data behind our analysis, you will be able to bring recommendations to your district’s administration that will result in greater efficiencies and cost savings:

**Eligibility Assessment**—using district policies with map and mileage data to substantiate change where it is needed;

**Ridership Assessment**—using attendance tracking to determine actual versus potential ridership to increase bus capacity;

**Route Analysis**—using tools in our routing system to improve how contractors, drivers, and vehicles are assigned to bus routes to reduce overlapping routes and mileage; and

**Stop and Run Evaluation**—assessing changes in demographic shifts that occur over time to capitalize on savings opportunities.

For new clients who need to get up and running within a few weeks, our Professional Services Consultants offer an ASAP Service (Accelerated Software Activation Process), by which they work with your district personnel to ensure a smooth transition to our solutions.

## ▶ ▶ WHY TRANSFINDER?

For more than 25 years Transfinder has been a national leader in student transportation management systems and services offering routing, redistricting and scheduling solutions for optimal transportation logistics and communications. A business partner of Pitney Bowes Business Insight, Transfinder offers our clients the ability to employ the feature-rich mapping capabilities of MapInfo® to deliver superior transportation and logistics management solutions. Moreover, we listen to our customers, and pride ourselves on our customer-driven products, solutions and service and are committed to our customers' success. Many of the features and capabilities in our software solutions result from our meeting the expressed needs of our customers.

