

# INSIGHT DRIVES PROFIT



Although 500 data elements for 2,500 railcars produces 1,250,000 pieces of useful information, industry leaders know they need more than that. They need knowledge – and insight. They need the ability to communicate accurately (and frequently) with a variety of stakeholders, including operators, partners and customers.



GeoMetrix is the primary tool that I use to manage our rail fleet. I use it every day to manage leases, group cars into fleets, manage groups of cars by supply point, monitor trip progress, see trip and tracking detail, and send trace reports to people inside and outside our company.



OIL MIDSTREAM MARKETER  
600 Railcars

## More Than Just Information

Whether you have 25 railcars or 25,000 railcars to manage, the *GeoMetrix 16 Performance Suite* provides an unrivalled foundation of more than 500 data elements covering virtually every segment of your railcar transportation operation, from basic Tracking and Tracing to Railcar Fleet Management details and beyond.

While this comprehensive data set has proven indispensable to railcar owners and lessees, *GeoMetrix Report Wizard* provides the key to unlocking the vast potential that *GeoMetrix 16* offers for cost reduction, operational efficiency and sustainable return on your railcar assets and operations.

## The Power To Process

With *GeoMetrix 16* you no longer need to export raw data to spreadsheets or databases in order to filter, analyze, manipulate or report key information from your railcar operations. The *GeoMetrix Report Wizard* allows users to perform these functions

without leaving the application, maintaining data integrity, reducing operational risk and improving security at the same time.

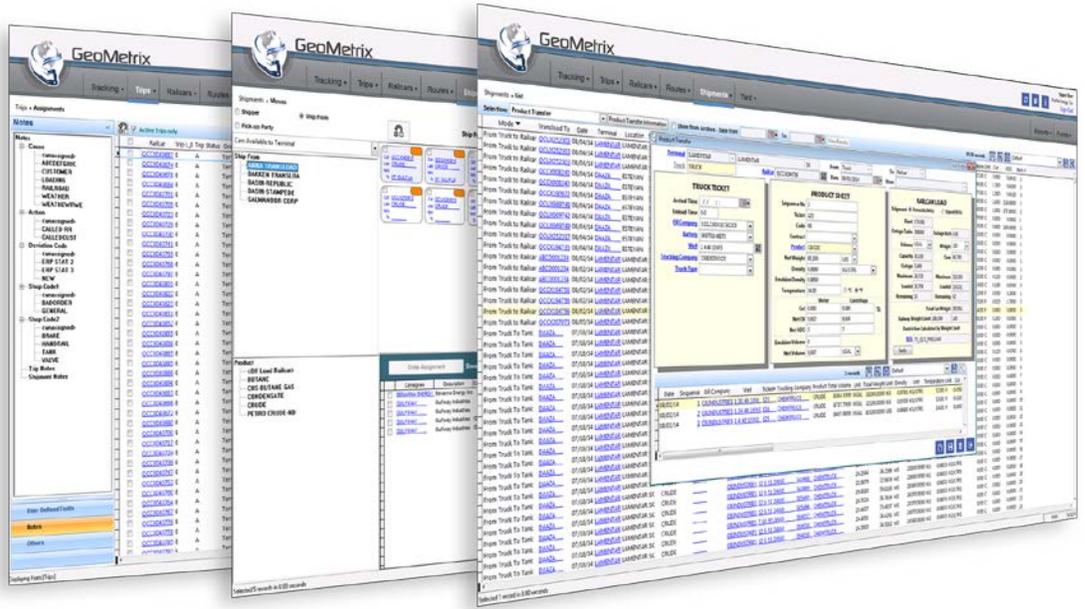
The *GeoMetrix Report Wizard* provides many of the same data management capabilities as an Excel spreadsheet, including pivot tables, making it highly intuitive to both experienced and novice users alike.

Now your team can confidently work with your operational data to produce the reports you need today and the ones you may need tomorrow.

## The Power To Present

Now you can create exactly the report detail you require by following six simple steps that the *GeoMetrix Report Wizard* takes you through.

Simply select the data you need, group it according to your business, sort and filter as required, format the report and output in hardcopy or electronic formats.



GeoMetrix's customers across North America have embraced both the significant flexibility and powerful management and decision-making support that *GeoMetrix 16* offers.

### The Power To Share

Users can automatically send any *GeoMetrix* Report Wizard report, via email, to defined user groups with user-selected frequency. This means the right people get the right information at the right time – all the time.

Manual data exports and transpositions are virtually eliminated and canned reports are a thing of the past. Now you can manage larger volumes of shipments or railcar fleets with fewer personnel and better results by dramatically improving the speed and effectiveness of your operational reporting and decision-making.

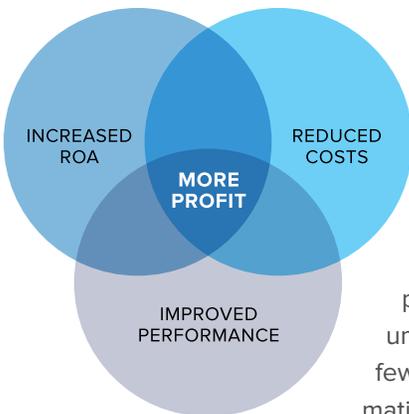
Knowledge is power and *GeoMetrix 16* puts it in your hands by accurately converting raw data into meaningful insights and sharing with those who need it.

### The Power To Profit

By leveraging the complete data set, the *GeoMetrix* Review Screen and the analytical and reporting capabilities of the *GeoMetrix* Report Wizard, our customers have measurably improved their bottom lines.

Through identifying, reporting and correcting operational and systemic issues internally, with railroads, railcar owners, terminals and others, you can:

- Increase Safety and Security
- Improve Performance
- Reduce Errors
- Reduce Operational Costs
- Increase Return on Assets
- Grow Revenues



*GeoMetrix 16's* analytical support tools put this application in a class by itself among North American railcar operations professionals.

