

The Next Step in the Evolution of Transportation Optimization -- Nulogx Inc. Releases Dynamic Optimization (D-Opt)

Nulogx Inc., a leading provider of transportation management software and consulting services that enables retailers, manufacturers, shippers and third/fourth party logistics providers the power to maximize profits, control costs and improve operational efficiencies, announced today the release of Nulogx Dynamic Optimization (Nulogx D-Opt).

Toronto, Ontario (PRWeb) January 31, 2007 -- Nulogx Inc. (www.nulogx.com), a leading provider of transportation management software and consulting services that enables retailers, manufacturers, shippers and third/fourth party logistics providers the power to maximize profits, control costs and improve operational efficiencies, announced today the release of Nulogx Dynamic Optimization (Nulogx D-Opt).

Traditional Optimization methodology seeks to create optimal plans (multiple loads) for processing at a single point in time, typically consisting of a manually selected subset of shipments. The entire plan (including sub optimal, non consolidated shipments) is then submitted for execution. Nulogx D-Opt automates the planning process and continuously evaluates whether or not an optimal load can be made based on the date-criticality of the available shipments. Non date-critical shipments remain in the planning pool pending consolidation, any last minute changes or until they too become date-critical. This significantly increases consolidation opportunities and reduces re-working loads due to late shipment changes.

“While the difference between D-Opt and traditional optimization techniques may appear subtle, the impact is significant. Our approach generates an additional 15% - 20% improvement in the optimization results. An equally dramatic improvement is through the automation of the entire planning process, allowing valuable resources to focus on managing exceptions rather than filtering and manually processing shipments.” - Doug Metcalfe, VP Nulogx Inc.

Founded in 2002 Nulogx has become one of the leading providers of System-i based Transportation Management Software. Nulogx’ software provides manufacturers, distributors and 3/4PLs the ability to control shipping costs through the automation and optimization of the entire shipment (inbound, outbound or interfacility) lifecycle. Nulogx customers manage over \$2.5 in freight spend through Nulogx software. Nulogx helps shippers and 3PL’s/4PL’s of all sizes reduce transportation costs, increase productivity and provide the shipper, their customer and carrier partners with a greater level of knowledge of their logistics network. Nulogx is based in Toronto, Ontario, Canada. www.nulogx.com

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