



Our Focus is on Growing Companies™

Smith Growth Partners Helps TSX Bring a Higher Standard to the Transportation Industry

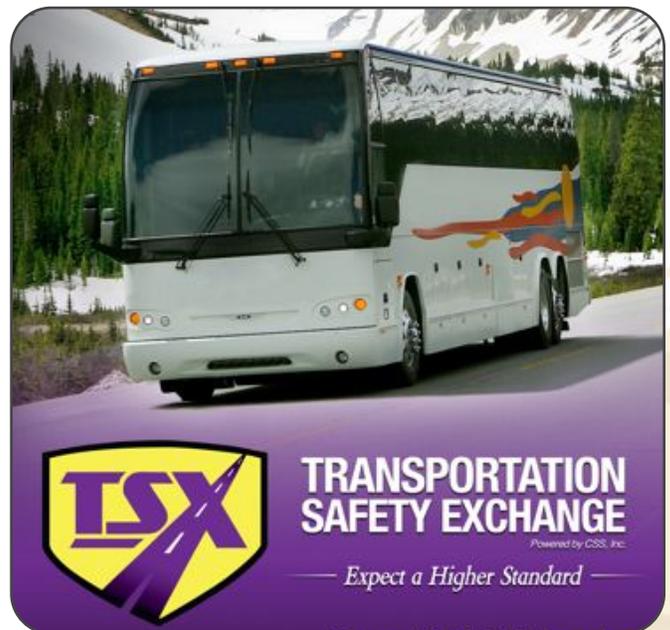
Transportation Safety Exchange needed a Marketing Action Plan (MAP) and a virtual marketing department to manage and implement it. Smith Growth Partners was able to help TSX shift into high gear and enter the market at full speed.

Transportation Safety Exchange (TSX) engaged Smith Growth Partners (SGP) to develop a Marketing Action Plan (MAP) within the context of the corporate business plan that would enable TSX to enter the market quickly, effectively and with the right image.

TSX's founders own Consolidated Safety Services (CSS), which has a long, successful history as a government contractor, helping federal agency clients identify and resolve safety, health, and environmental issues. Since 1989, CSS has served the Department of Defense and the Department of Transportation through its specialized Transportation Safety & Security division. Managing and performing safety compliance reviews for motor carriers convinced CSS's leadership that there was a market opportunity for a new kind of business. TSX's founders selected SGP to develop and manage the go-to-market strategy for the new offering: TSX.

Meeting a Critical Need

"TSX has an incredibly important mission," said John Starling, SGP's Managing Partner. "There are more than 700,000 freight carrier and motor coach companies in North America, yet fewer than 5 percent of carriers undergo state or federal safety compliance reviews in any given year." Compounding the problem, there was no complete or convenient way for freight shippers, brokers, or passenger trip organizers to reference the comparative safety ratings of motor carriers. At the same time, a series of court decisions and jury awards were increasingly holding the motor carriers' customers liable for accidents. "TSX would step in and fill that gap, using market forces to help save lives by elevating transportation safety standards," said Starling.



TSX is an industry-pioneering, independent rating organization that inspects, monitors and reports the safety performance of motor carriers in the ground transportation industry. Its mission: reduce highway accidents, save lives, and minimize the cost of damages from motor carrier accidents across North America.



Smith Growth Partners • Mill Centre Penthouse • 3000 Chestnut Ave • Baltimore MD 21211 • (410) 235-7004

www.SmithGrowthPartners.com

A Perfect Fit

“My sense was that Smith Growth Partners would be a good fit,” said Patrick A. Labriola, President of TSX. “My sense was right. Smith hit all the vital points. Instead of being an advertising agency, SGP is an organized and disciplined business advisory firm. The Marketing Action Plan process created continuity across our organization, and helped us come together in the creation of a new business. Because they are business consultants who understand marketing, SGP was able to develop a marketing action plan that fit our business plan in a very seamless way.”



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President, Transportation Safety Exchange

Providing Infrastructure and Key Resources

The full MAP was delivered in just 61 days. “Smith’s MAP was exactly what we needed—a plan that clearly identified where we wanted to go and how we would get there,” said Labriola. “At its heart, the MAP provided us an excellent, compelling message with selling points broken down by market segment, which was unique in my experience with consultants.”

SGP’s ability to implement and manage the MAP was another key advantage for TSX. While TSX was able to call on very talented designers and project managers from CSS, the new company itself had no marketing infrastructure. “Because of our unique skill mix, SGP was able to bring a flexible, meaningful infrastructure, custom designed to enable TSX’s business plan to come to fruition according to the timeline and budget determined by the MAP,” said Starling.

At the time, TSX did not want a full-time marketing director, so a Smith Growth Partner stepped in as Virtual Marketing Director at a considerable cost savings. The result was a fast and efficient implementation. “Working in collaboration with their designers, we delivered an initial live website within 5 days, and developed a fully formed web presence within 60 days,” said Starling.

Fast and Efficient Implementation

At the time, TSX did not want a full-time marketing director, so a Smith Growth Partner stepped in as Virtual Marketing Director at a considerable cost savings over an FTE (full-time employee). The result was a fast and efficient implementation. “Working in collaboration with their designers, we delivered an initial live website within five days, and a developed a fully formed web presence within 60 days,” said Starling.



At one point, SGP was managing CSS resources on 52 distinct TSX projects, with Smith Partners and Associates directing marketing, developing content and conducting market research. “The continuity we were able to create was a huge difference-maker for TSX. We were able to connect all the dots and manage all of the moving parts as a cohesive unit because we saw the whole field,” said Starling.

Six months after startup, the marketing director role was handed off to TSX. Armed with a plan, budget and timeline, the transition was seamless, and the new Marketing Director is doing a bang-up job.

TSX is already having a dramatic effect on transportation safety. “When your mission is saving lives,” said Labriola, “your attention must be focused and your outreach must be effective. SGP delivered that for us.”

The Road Ahead is Clear For Safety—and Success

In its first six months of operation, TSX has proven its business model, with close to 100 motor carriers having enrolled in or begun the TSX approval process. At the same time, TSX has forged key alliances, making TSX approval a prerequisite for serving safety-conscious organizations like the National College Athletic Association. The road ahead is clear for TSX—and safer for everyone because of it.

About Smith Growth Partners

Smith Growth Partners, Inc. plans, implements and manages growth and turnaround strategies for companies that are looking to break through to the next level of business sustainability. Core services include management consulting; strategic planning and implementation; facilitation and ideation; operational improvement; business process reengineering; marketing; and marketing communications.

If your company could benefit from Smith’s ability to powerfully plan, implement and manage growth strategies, contact an SGP partner today.

