

One Horn Transportation

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One Horn Transportation Moves Up 9 Spots to Rank #33 Among New Jersey's 50 Fastest Growing Companies by NJBIZ

Efficiencies Attributed to Proprietary Software Stratebo Power One Horn's Performance

Somerset, NJ (November 13, 2014) – [One Horn Transportation's](#) use of a proprietary transportation management software (TMS), Stratebo, provides the power behind the efficiencies that have enabled the Company to continue to grow and be recognized as one of New Jersey's 50 Fastest Growing Companies. The 50 companies were honored at the NJBIZ's awards dinner where the actual ranking was announced. The honorees will also be highlighted next week in a special supplement to NJBIZ on November 17, 2014.

Over the past nine years, One Horn has completely reinvented itself from a trucking company that owned its own tractor-trailers to an agent-based transportation brokerage owning no equipment and operating across the country using a virtual business model. One Horn attributes its ability to continue on its growth trajectory without increasing the size of its back office staff to the continued development of Stratebo by its COO, Louis Biron.

Operating efficiencies are key to enabling One Horn to grow with minimal fixed costs. "We made adding new technology a priority and created a program called Stratebo that has helped us have the most efficient back office operations possible. Automating our business with new technology has helped us grow and will continue to do so," said Louis Biron, COO of One Horn. This proprietary software package has also helped keep fixed costs low, as there are no licensing fees involved.

"We are very fortunate to have had Louis on board developing Stratebo for the last eight years. Our mandate of automation has truly been the key driver of our efficient growth over the past several years," said Cheryl Biron, President and CEO of One Horn. "We initially used an outside TMS, but when we reinvented One Horn to become an agent-based brokerage, we had to decide whether or not to finish Stratebo or to buy an outside package. After viewing many existing systems, we decided to finish Stratebo, as it was much more advanced than what was out there in the market."

Leveraging its entrepreneurial culture, One Horn continues to look to new ways to innovate, evolve, and reinvent itself for continued growth. One Horn President [Cheryl Biron's blog](#) on www.onehorn.com/agents regularly shares ideas that helped them reinvent and grow One Horn over the years.

About One Horn Transportation

One Horn Transportation provides trucking and logistics services to manufacturers and distributors of fresh and frozen food, industrial materials, and consumer goods throughout the United States and Canada. Founded in 2005 by *Fortune 500* executives turned entrepreneurs who wanted to leverage their big corporate expertise to build their own business on their own terms, One Horn has evolved from an asset-based carrier to a pure brokerage, shipping full truckloads on temperature-controlled,

dry van, flatbed and oversize tractor trailers. Honesty, Responsiveness, and Reliability are our core values. Visit: <http://www.onehorn.com>.

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