

Summer 2007

ZyQuest helps BTF Break Through

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Take a brilliant business concept and add Information Technology expertise and what do you get? A unique solution for controlling fuel costs when shipping goods to market.

That solution began life as the brainchild of Craig Dickman, President and Chief Executive Officer of **Breakthrough Fuel (BTF)**, the transportation industry's first and only shipper-based fuel network, providing fuel-related cost reduction and management programs. Craig Dickman saw that by bringing shippers and carriers together in a collaborative process, it would be possible to save energy and money for both – an arrangement that is green for the environment as well as business.

During his more than 20 years experience in the transportation industry, Craig has seen fuel prices become an increasingly large part of the cost of shipping goods to market. Between 2002 and 2006, fuel surcharge costs across the domestic U.S. grew from \$4 billion to more than \$57 billion. That's a 1400 percent increase. And shippers had no tools

to manage this cost.

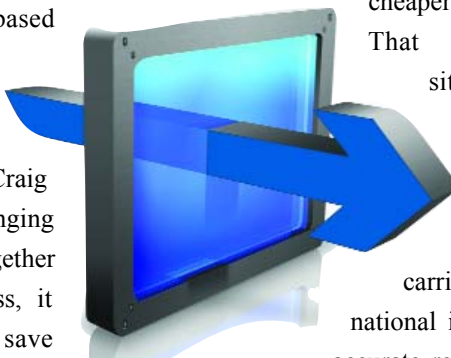
Typically, the shipper agreed to pay the carrier a base rate for fuel plus a surcharge linked to the Department of Energy national price average for the week that goods were being shipped. But that price might not be accurate, because the load could be traveling through an area in which fuel is either more expensive or cheaper than the national average.

That created an uncertain situation for the shipper, with unpredictable fuel charges.

The old system didn't really work for the carrier, either. Because the national index isn't necessarily an accurate reflection of fuel costs, the carrier was faced with a volatile operating cost.

BTF to the rescue

In working with a few select clients, BTF has developed some key processes to solve the problem of unpredictable fuel costs. Crucial to those processes is a collaboration between shipper and carrier that allows BTF to route each load for maximum efficiency and minimum fuel consumption. In addition, BTF is able to get actual fuel prices, calculate real



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costs, and invoice the shipper for fuel on behalf of the carrier. BTF also offers a bulk fuel purchase program and acts as an advisor to help shippers with fuel management. The result is lower fuel costs for the shipper and fixed operating costs with real recovery of fuel expenses for the carrier.

ZyQuest enters the picture

While BTF had a fairly straight-forward business concept and patented business methods, Craig realized that an extraordinarily complex transaction is involved. He explained, “The transaction has the component of freight movement that changes every day, fuel prices that change all the time, tax implications that change and adjust based on jurisdiction, unique characteristics associated with each carrier. So it becomes an extraordinarily complex technology. We realized there was nothing like this in the marketplace. It really needed to be designed and built from the ground up. So we

engaged with ZyQuest from the very first design phases. We literally took it with ZyQuest from whiteboard to design to code to deployment. And the team at ZyQuest has been involved in every aspect of it, from building the application to designing the infrastructure to handling the design of the data base, and also the client access

to the system, and the security of the system. And so every aspect of it has been a collaborative event with ZyQuest.”

Further collaborations

Collaboration is the name of the game for BTF. In addition to facilitating collaborations between shippers and carriers, BTF collaborates with several companies to ensure the success of its business plan. “One of the things that Breakthrough does well as an organization and that we believe is important is bringing in unique value from a number of people to our client to help manage overall fuel and energy-related transportation costs,” Craig commented. “We work with ZyQuest on the technology. US Oil is one of our key partners on the fuel and energy side. We work with companies like Com Data, the largest processor of fuel transactions in the country, just an exceptional company. We work with a number of strategic fuel chains that are

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~~Craig Dickman

providing fuel to our clients. So it really is a collaborative design.”

That collaboration is paying off for BTF’s clients, many of whom are Fortune 500 companies that truck massive amounts of product to market and spend hundreds of million of dollars to ship their goods. Craig noted

that the average fuel savings has been in the ballpark of 10-14%, or about 15 ½ to 16 ½ cents per gallon. “That’s real money,” Craig said.

Carrier benefits

Craig was careful to explain that their clients are the shippers. “At the end of the day, the shipper’s the one who is moving products to market and they are the ones who pay for the cost of the fuel. They take the risk for price movements in the marketplace. So our client is the shipper.” Craig said. Nevertheless, he emphasized, BTF has a lot to offer the carrier. First, BTF tries to make sure the carrier gets the absolute lowest possible priced fuel. Second, BTF helps carriers recover their entire fuel costs for the actual movements they handle. “We can take out almost all the volatility for a carrier, so their most volatile operating cost becomes a fixed cost. We’ve heard from several carriers that it’s helped them plan, manage, maintain more stable margins, reduce price volatility, get cash flow quicker,” Craig noted.

Currently, BTF is working with carrier companies that range

from two trucks to some of the largest fleets in the country. Together, these companies represent a total of more than 40,000 units.

Breakthrough to the future?

When asked where he sees BTF heading in the future, Craig has this to say: “I absolutely believe that every

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consultant watch

Steve Krenek



Creation ex nihilo? Well, maybe not exactly, but making something useful out of essentially nothing is one of the things that attracted Steve Krenek to the computer world, and it's one of his main reasons for staying.

Steve started his college career intending to become a mechanical engineer. But in his second year, he had to design a computer program to calculate the forces on an object. "It dawned on me that I had so much fun writing the computer program, and actually absolutely hated the engineering coursework, that I was in the wrong field. It's about as close to an epiphany as I've ever had," Steve said.

Steve graduated from Lake Superior State University in 2001 with a degree

in computer science. But his education didn't stop there. After a brief stint with another company, Steve found his way to ZyQuest, where the life of a consultant, with its constantly changing projects and opportunities for ongoing education, suited him perfectly. "That's one of the things that I like about consulting – the variety of work," Steve commented. "You're always doing something new and learning. I'm happiest when I'm learning."

According to Joe Rosenfield, ZyQuest Executive Vice President, Steve has the perfect skill set for an IT consultant – the ability to work well with vague and shifting specifications. When asked about that ability, Steve laughed. "My wife calls it Attention Deficit Disorder!" he said, adding, "If you don't know a programming language, that can be taught. So the biggest skill you need is just to be accepting of change and be willing to not get frustrated."

Steve's ability to work with vague and shifting specifications stood him in good stead during ZyQuest's recent project for Breakthrough Fuel (BTF). *(Read more about BTF in our cover story.)* Steve has been involved in the

project from its inception in 2005. "When we started, BTF didn't even have any business procedures. So there was a tremendous amount of change in this project. For a good eight months, fundamental things changed bi-weekly or monthly." But that's okay with Steve, who said that at times, consulting can be just sitting down and following a task list. "But that wouldn't interest me for very long," he said. "I've found that about a year is my interest level in a project. BTF has been different, because of the amount of change in it."

Steve is also happy with the opportunity ZyQuest has given him to design the BTF program from the ground up. "BTF is the first project where I've been involved from the architecture on up. Typically, I've been brought in at the development stage, when all the thought processes are completed and the task list is sitting there waiting for someone to implement it. This has been more fun because I've been able to provide input about the architecture, what their actual needs are, and through that I've found that I enjoy that part of it," he said.

Steve emphasized that while he is the longest running developer on the BTF project, he didn't create the whole thing. "There have been a lot of people

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Steve Krenek

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involved. One person, especially with an application as complicated as this, can't think of everything all the time," he said.

When asked what he'd do if he left the IT world, Steve admitted, "I think about that, every bad day I have. But I honestly can't think of anything else. If

I could answer that question, I'd seriously consider pursuing it." So why does Steve stay in IT? "I love the way you can make something useful out of absolutely nothing. Pure information. That's always fascinated me. I love building things. I love learning, and this field presents you with endless opportunities to learn something new," he explained.

And when asked if he's as satisfied with ZyQuest as he is with his career in

IT, Steve answered, "Of all the places I've either worked at or been a consultant to, ZyQuest is the first company that has claimed to be family oriented that has actually proven it, time and time again. Whether it's the kid's sick and I need to take a day off, or adjusting a schedule to go to an appointment, they've never let me down yet. I would be hard pressed to leave ZyQuest right now." Vague and shifting specifications? What's good for Steve Krenek is great for ZyQuest!

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freight transaction that's moving across North America is going to utilize fuel recovery. So the first thing we're trying to do is influence every transportation movement that's taking place. The second thing is, we'll continue to work with our clients to move back and manage a larger and larger part of the fuel supply chain so that not only are we offering clients the ability to work with their carriers and drive down the

cost of fuel, but we're already working with clients to do things like decide where they should ship products from which plant or which warehouse based on not only the cost of transportation, but the cost of fuel. We've got an issue that's going on with a client to not just manage and drive down the cost of fuel, but we're working on green initiatives so that over a period of the next three to five years, our shippers will be able to have all their goods moved to market using environmentally friendly fuels."

On the carrier side, BTF plans to

continue working with carriers to improve fuel performance and fuel economy. "Because the best price per gallon is still the fuel you don't need to buy," Craig said.

As for BTF's collaboration with ZyQuest, that relationship is part of BTF's – and ZyQuest's – vision for the future, too.

To learn more about BTF, visit their website at www.breakthroughfuel.com.



The banner features a dark blue background with a grid pattern. On the left, there is a navigation menu with three items: 'home' with a house icon, 'contact us' with a list icon, and 'site map' with a question mark icon. The central part of the banner displays the ZyQuest logo, which consists of the word 'ZyQuest' in a stylized font with a red and blue circular graphic behind the 'Q'. To the right of the logo, the text reads 'superior, affordable, and innovative information technology solutions' and 'innovation through techno'.

For the latest on information technology, ZyQuest services, and federal government activities, visit the ZyQuest website at www.zyquest.com.

government watch

REAL ID reprise



It may be called “Real”, but the Real ID Act of 2005 could well be one of the most unrealistic pieces of legislation to come out of Congress in the 21st century. Certainly, it’s one of the most controversial. Only the failed Data Mining Act has generated more hullabaloo.

The Act was passed by the 109th Congress as part of a “must-pass” bill that included defense spending, tsunami relief, and terror prevention. Sen. Daniel Akaka (HI), a critic of the Act,

noted that the provisions of the Real ID Act were not subjected to proper Congressional scrutiny, floor debate, or hearings. Echoing voices on both ends of the political spectrum, Akaka stated, “There is nothing realistic about REAL ID. The law places an unrealistic and unfunded burden on state governments and erodes Americans’ civil liberties and privacy rights.”

So what does the Act do? In a nutshell, it requires that state drivers’ licenses and identification cards meet a list of requirements determined by the Department of Homeland Security (DHS). Every REAL ID will carry personal information, such as your name, address, phone number, birth record, and Social Security number, all accessible by machine-readable technology and stored in databases that are linked nationwide. Without a REAL ID, you will not be able to board a plane or enter a government building. And states that fail to comply with DHS regulations could lose vital federal funding.

The Act has provoked outrage from groups as diverse as the NRA, the ACLU, the National Association of Evangelicals, the Ancient Order of Hibernians, the National Governors Association, and the Association for Computing Machinery (ACM). The more reasoned opponents to the Act insist that the Real ID amounts to nothing more than National ID with poor controls for privacy, security, and accuracy. More alarmist voices go farther and declare that the Act rides roughshod over the Constitution, giving the secretary of DHS more authority than the Supreme Court.

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REAL ID reprise

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The ACM has repeatedly warned Congress that a REAL ID poses serious security threats to all Americans. In a recent statement, the ACM's US Public Policy Committee declared, "The policy behind REAL ID has been flawed from the moment Congress proposed it...It has the potential to enable identity theft on an unprecedented scale.

In a recent press release urging revisions to the national identification policy, ACM made several recommendations for a revised REAL ID Act, including:

1. Delaying implementation until all underlying databases and inquiry systems have been fully tested and are operational.
2. Minimizing the data stored on identification cards and drivers licenses.
3. Specifying privacy, security and accuracy standards for licenses,

databases and inquiry systems.

4. Basing privacy standards on the Fair Information Practices, the cornerstone of modern privacy practice.

5. Requiring security consistent with established standards, such as those developed by the National Institute of Standards and Technology (NIST) and the International Standards Organization (ISO).

6. Including strong access control procedures for REAL ID documents and data.

7. Requiring data breach notification procedures for agencies controlling REAL ID data or documents.

8. Limiting the scope of the usage of REAL ID to only those uses specified by law.

9. Requiring mandatory logging of access to sensitive information to protect privacy and combat misuse.

Sen. Akaka and colleagues on the House side have responded to the concerns of these and other groups by introducing legislation to repeal the REAL ID Act. Both bills (S. 717 and H.R. 1117) "would eliminate most of

the requirements that laid the foundation for a National ID card, such as the obligation that all data and systems be standardized. The bill also changes the approach to drivers' licenses by calling for more flexible standards instead of the current uniform mandates. In perhaps its most significant privacy fix, the legislation prohibits the use of license data by third parties, requires encryption of the data itself and preserves any state privacy laws that may provide greater protections," according to a press release posted on Sen. Akaka's website.

Whether these bills go far enough to guarantee Americans' rights and safety from identity theft – and even whether they will be acted upon – remains problematic. Both bills were introduced in February and referred to appropriate committees. Neither bill has been heard from since.

For more information about legislation of interest to the IT community, visit the ZyQuest website at www.zyquest.com/news_gov.html.



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Northern Wisconsin Software Symposium 2007

ZyQuest, in conjunction with the No Fluff Just Stuff Java Symposium series, is proud to announce the Northern Wisconsin Software Symposium coming to the Radisson Hotel & Conference Center in Green Bay, August 3-5.

The Northern Wisconsin Software Symposium will feature over fifty technical sessions covering Core Java, Enterprise Java, Groovy, XML/Web Services and Agility.

The NWSS 2007 hot topics include:

- * Groovy/Grails
- * OSGI
- * Spring 2.0
- * Domain Driven Design
- * Annotations
- * Java 6.0
- * REST
- * JRuby
- * Seam
- * Enterprise Ajax
- * Java Performance & Scalability

****ZyQuest Discount: A special \$50 discount is available to NWSS 2007, compliments of ZyQuest. Use the discount code: **zyquestgb** when registering to receive the \$50 discount.****

Find more detailed information on the Symposium at:
<http://www.nofluffjuststuff.com/sh/2007-08-greenbay>.



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