



Choice Logistics Launches Service Sync; Revolutionizes Mission Critical Logistics

NEW YORK, NEW YORK – June 16, 2015 – Michael Katz, CEO of Choice Logistics, the leading provider of enterprise-grade supply-chain solutions, today announced the commercial launch of Service SyncSM, the first and only multi-vendor, device-agnostic, GPS tracking and event-management solution for the logistics industry.

“Service SyncSM leverages existing technologies to form a completely innovative offering,” Katz said. “Our goal was to bring real-time visibility to critical logistics while dramatically lowering the cost of a labor-intensive process. Service SyncSM accomplishes this objective.”

The mission-critical logistics industry often relies upon delivery times of less than four hours, and delivery windows of fewer than ten minutes. Furthermore, these deliveries may be made to remote locations such as data centers, which are often unmanned.

"The challenge of these types of deliveries," Katz explained, "has always been coordination between the arrival of parts; the arrival of a field engineer to install, repair, or replace parts; and the arrival of an employee to authorize entry or oversee these deliveries. When parts and people get 'out of sync,' companies lose time, money, and opportunity."

According to Adams, Service SyncSM solves these challenges by enabling users to coordinate schedules and facilitate deliveries so that shipments and the people who need them arrive simultaneously. Specifically, Service SyncSM provides real-time tracking, accurate arrival times, geo-fencing, event-driven alerts, messaging between responsible parties, and an audit trail for every delivery.

Service SyncSM also provides users with traffic and weather overlays to help ensure accurate estimates of drive time. The result? "...an unprecedented reduction in interactions and efforts to coordinate schedules," said Katz. "In early tests with clients, we've experienced upwards of an 80-percent reduction of administrative touch points and scheduling activities. Consider the notion that our company manages nearly one million shipments per year, and you'll understand why Service SyncSM is a revolutionary new product."

“Service SyncSM was developed in 2014 with the goal of converting calls to clicks in the logistics industry. More importantly, our mission was to greatly enhance the customer experience,” said Robert Bacchi, CIO of Choice Logistics. “Service SyncSM provides Choice with a competitive advantage because we can leverage big data to help our clients better optimize their supply chains. What will really excite our clients is that it’s plug-and-play, requiring no start-up time or costs.”

**About Choice Logistics**

For more than 50 years, Choice has helped the world's leading companies better manage their global supply-chains. We offer enterprise-grade warehouse, inventory, and transportation management solutions through our global footprint of 400 stocking locations, regional distribution centers, and transportation hubs in more than 90 countries. Beyond 3PL services, Choice offers global trade, parts planning, field engineering, depot repair, and asset recovery support. Companies turn to Choice to compress time-to-market, provide differentiation in the market place, and remove costs.

For more information, please visit www.choicelogistics.com, or call (800) 861-6900, ext. 4107.

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