

***“Technology
Changes and
Challenges”***

**GSA Household Goods
and Freight Forum
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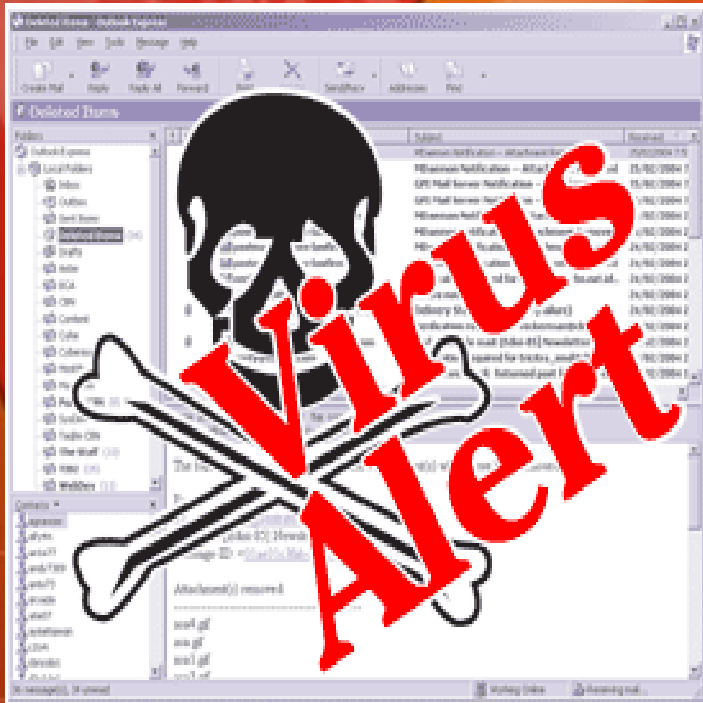
Household Goods Forwarders
Association of America, Inc.



Ooops Sorry!

OH NO !

I Just
Downloaded
an Virus and
Emailed it
to My Entire
Address
Book

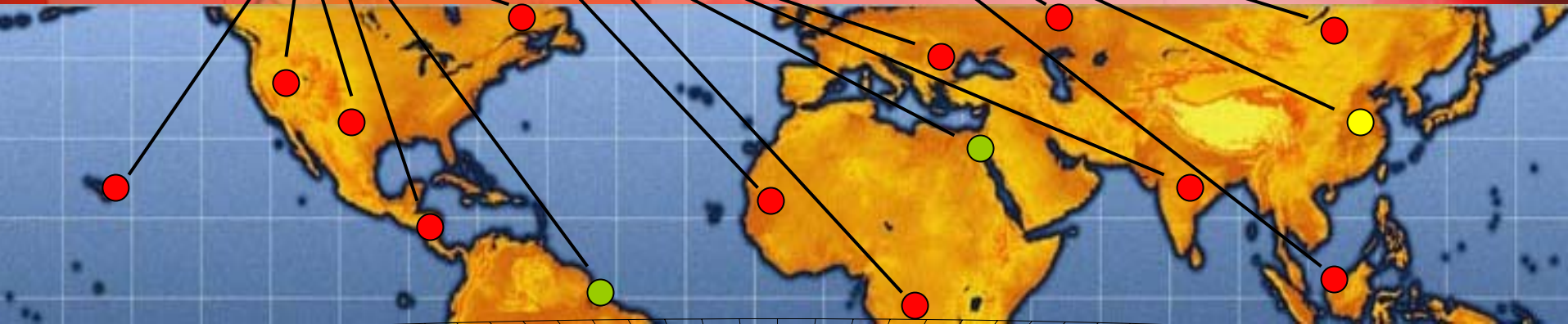




**I WANT YOU
TO GET VIRUS
PROTECTION**

Global Partners

**1800 + Global
Member Companies**



160 + Countries

E-MAIL OVERLOAD

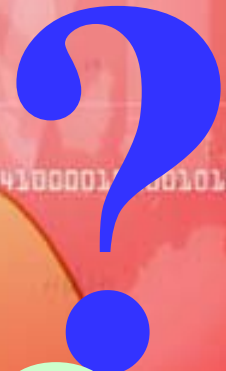


Blessing
and
Curse

HOW?

WHY?

Technology
Changes and Challenges



WHAT?

Other Transportation Industry Challenges

- Sky-Rocketing Insurance Costs
- Hours of Service Rule Changes
- Fuel Price Variability
- Urban Congestion and Delivery Delays
- New Emissions and Fuel Standards
- Shortage of Qualified Driver
- Driver Waiting and Loading Times
- Escalating Security Concerns
- Delays at Ocean and Land Port Facilities...

HARDWARE & IT INVESTMENT



**Customer Service Capabilities
Quality & Expediency of Service
Communication
Information Collection / Dissemination
Managerial Oversight**



**Managerial & Operational Complexification
Need for \$\$ in Computer & IT Infrastructure
Ability to Interface with Multiple Entities
Compliant with EDI & PowerTrack Requirements
Prioritize Capital Expenditures
Direct Impact on Shrinking Industry Profit Margin**

THE UPKEEP

The Human Factor – A Significant Aspect

- Training Staff / Usage Proficiency**
- Requires Continues Investment / Upgrades**
- Meeting Escalating Customer Expectations**
- Ability to Use & Maintain Multiple Platforms**
- Need for Staff with Special/Advanced Skills**
- Ability to Anticipate Future Capacity Needs**
- Network of Reliable IT Service Providers**

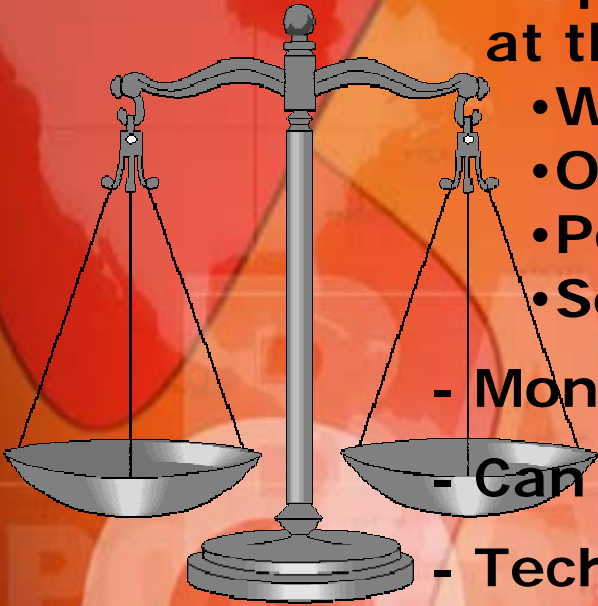
Technology & the Consumer



- Consumers Know and Expect More !
- Ability to Search/Choose from a Broader Pool of Service Providers
- Decision Making Process has been Complicated by Choice Confusion
- Need to Base Choice on Qualified Comparison
- Quicker Turnaround – Shortened Quote to Booked Timeframe
Technological Wants Must Match Ability

Legalistically

- Inappropriate Use of Technology at the Workplace -
 - Web Surfing
 - Online Shopping
 - Personal Instant Messaging
 - Send / Receive So Called "JOKE" emails
- Monitoring is Difficult for Management
- Can be Seen as Infringement on Privacy
- Technology Creates Security Vulnerability
- Complying with Regulations – "CAN-SPAM"
- The Human Factor !



Technology

- The Plus Side -

Technology has enabled companies to analyze:

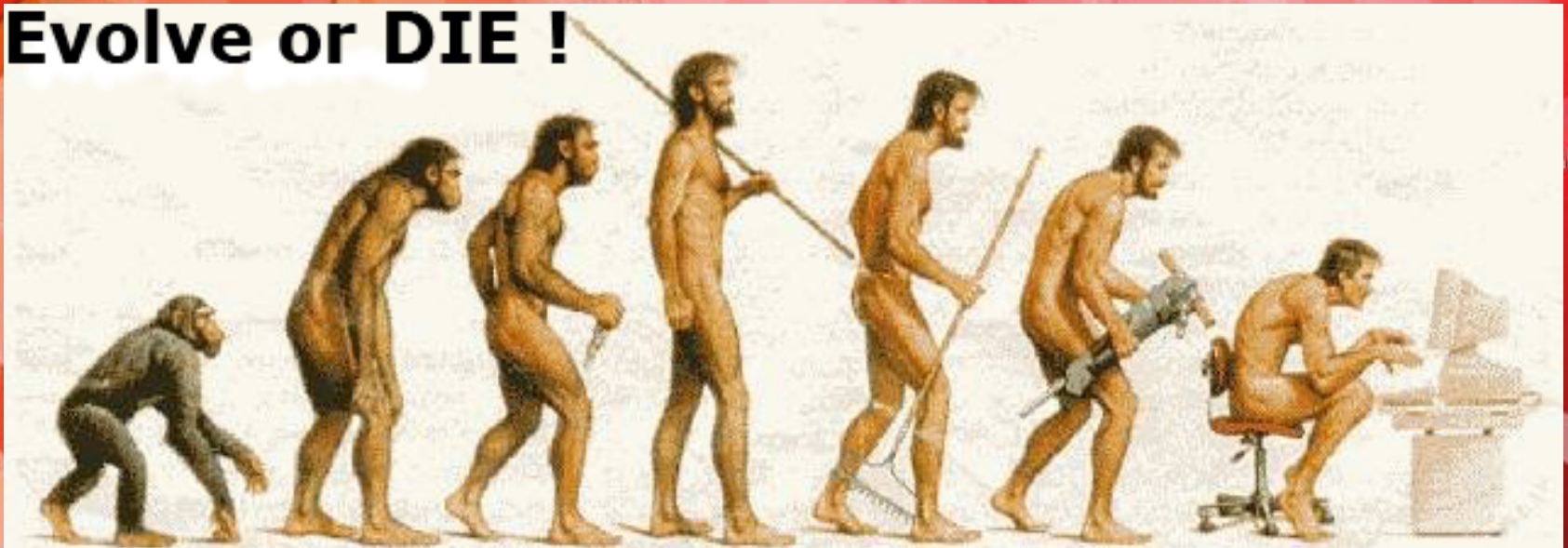
- > Staff Productivity
- > Sales / Closing Ratios
- > Cost / Profit Margins
- > Customer Service / Satisfaction
- > Market / Industry Trends



Technology

- What to Do -

Stay Competitive & Up To Date
Provide Expected Services
Modernization within Available Means
Manage Expectations
Evolve or DIE !



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