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Ken Weinberg, founder of Carrier Logistics Inc. in Tarrytown, says listening to customers has been one of the ways the company has been able to thrive while selling its products to an industry that has seen some tough times.

Software firm shifts profits into higher gear

By DAVID GURLIACCI

Each year for the past few years, up to 40 chief executive officers of the package companies that compete against UPS and Federal Express gathered for several days in Tarrytown.

The CEOs discussed how they could better compete against the Goliaths in the industry.

Their host, software provider Carrier Logistics Inc. in Tarrytown, more than just fostered the discussions, said Ken Weinberg, vice president and co-owner of the company.

"We listen at these meetings to see what they're talking about," he said.

Carrier Logistics takes notes of the challenges the CEOs identify and seeks to find software to help them deal with those issues.

Carrier Logistics creates software to help the executives squeeze waste from their operations and offer customers better services, faster deliveries and lower prices.

As these Davids go out to compete against the Goliaths, Carrier Logistics hopes smaller warrior the smooth stones and maybe even the sling. Weinberg's comparative to selling to the giants, however. One customer is the Canadian subsidiary Worldwide Network S.A. A large carrier in the United Kingdom is another customer.

The company, founded in 1972, added four more employees to its payroll over the last 12 months, bringing the staff total to 25. Carrier Logistics has about 70 customers, with 60 percent of its business in the United States, 30 percent in Canada and 10 percent in Australia and Europe. Weinberg declined to disclose revenues figures, but said that revenue grew 20 percent last year.

Package delivery involves several steps that change daily. Weinberg said software executives make instant decisions on how many trucks to use on a particular day and how many temporary employees need to be called in to work and what routes to drive.

The software also helps identify just how many company trucks are regularly idling. The executive decide whether she wants to keep more on hand or fewer. By creating efficient pickup routes, the software program may allow individual drivers to make one or two stops a day, which can add up to significant cost saving, Weinberg said.

Weinberg walked a long way to reach the software manufacturer. After serving as an Army quartermaster in Vietnam, where he picked up logistics knowledge, Weinberg started a job with a transportation company.

"My initial job with the conglomerate was to interface between the computer people and the operating people," he said.

After several years, another transportation company asked him to study how efficiency had merged with another business, prompting him to start Carrier Logistics as a consultant in Manhattan. He moved the company to Rye Brook in the early 1980s, to Elmsford and to Tarrytown in 1997.

As the company grew, Weinberg demoted himself for public relations purposes. He wanted potential customers to think the consultancy was a one-man operation, so he and Adams entered into a 50-50 partnership with him in 1974, Weinberg became vice president.

"Obviously if you have a vice president, there must be a president and others. So when I joined me in 1974, I made him president."

Weinberg has kept the relatively modest title ever since.

Carrier Logistics is exploring ways to create software that will interact with radio frequency identification technology to track shipments.

"For a valuable shipment," he said, "we'll know where it is at every moment because we can scan it from from a satellite, even if it's in the middle of nowhere."

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