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FOR IMMEDIATE RELEASE:

School Bus Logistics partners with routing software company

School districts needing routing software and training can benefit from new TransTraks partnership.

Denver, Colo.—Dec. 4, 2013—School Bus Logistics (SBL), a Denver-based business, has partnered with transportation management software company TransTraks, a division of Perseus Associates, LLC. SBL will assist with software training, technical support and sales for TransTraks customers, and TransTraks will provide SBL with new software and training options for SBL customers.

SBL also will be working to help find more efficiencies for current TransTraks customers, and will provide local training and support options to new and existing customers in the region.

“The partnership already has proven to be very valuable,” says Greg Marvel, president and CEO of Perseus Associates/TransTraks. “School Bus Logistics is providing highly professional-level school bus routing services—developing new routes, mapping, left-right directions, efficiency and optimization analysis—to our existing clients, many of whom have large operations.”

School districts face ongoing bussing challenges throughout the school year; school events, hiring a new driver or having a bus break down can cause significant interruptions in daily routing services. Most school transportation departments don’t have the time or manpower to recalculate logistics without the help of software.

“We often receive requests for routing software,” says Rob Jacobus, SBL’s CEO and founder. “By expanding our services through TransTraks, we will be able to offer more options to school districts and bussing contract companies that need to implement or update routing software affordably.”

TransTraks helps solve bussing problems through modules such as routing, fieldtrip scheduling, driver training and fleet maintenance. When a school district purchases TransTraks, it gets the entire suite of TransTraks software modules for one price. TransTraks also offers hosting services via the Cloud for a small monthly or annual fee.

“With the added training and software options from TransTraks, we can help more school districts save more time and more money on transportation,” Jacobus says.

SBL plans to represent the TransTraks software solution at industry trade shows in the western mountain states to expand sales efforts.

“Robert has a reputation of being one of the best routing experts in the country, and my experiences with him confirm that it is a well-deserved reputation,” Marvel says.

About School Bus Logistics

A business partner of the Colorado State Pupil Transportation Association with more than 13 years of combined routing software and operations experience, School Bus Logistics provides consulting and support to school districts and bussing contract companies. By accurately and efficiently eliminating the challenges of pupil transportation, School Bus Logistics can put money back into the hands of school districts and, ultimately, back into the communities they serve.

About TransTraks

A Division of Perseus Associates, LLC, TransTraks specializes in providing creative and innovative software solutions for pupil transportation operations to help create more efficient and effective routing for schools and bussing contract companies.

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