

One Horn Makes WPO List Again

BY LARRY HURRE, EDITOR

“ONE HORN FIRST MADE THE LIST IN 2012 AND HAS BEEN INCLUDED ON THAT LIST EVER SINCE.”

One Horn Transportation has again been recognized by the Women President's Organization as a Top 50 Fastest Growing Women Owned/Led companies. It is the fourth time the Wayne, N.J., company has been included on the list.

One Horn first made the list in 2012 and has been included on that list every since. This year, however, the list was open to global entrants, instead of only entrants from North America. One Horn Transportation came in at No. 47.

WPO, in partnership with American Express global Corporate Payments, honored the 50 companies at the WPO annual conference in Phoenix, AZ, May 1.

One Horn Transportation President and CEO Cheryl Biron said the company attributes its ability to sustain such growth to the technology that has enabled it to have the most efficient back office and increase efficiency. Its proprietary software, Stratebo, has automated time-consuming, repetitive tasks that many other freight brokerages continue to do manually.

“We are very fortunate that One Horn's co-founder, Louis Biron, is a computer engineer,” Cheryl Biron said. “Since 2007, we have been automating the necessary administrative tasks that don't really add value but have to get done. Our freight agents can book more loads faster, and we streamline the whole billing and receivable process, improving profitability and cash flow as well.”

Louis Biron, COO of One Horn, said as entrepreneurs they would do everything by themselves. As MBAs, he said, they knew they could improve their efficiency and started by automating one task at a time.

“Bit by bit, I created our proprietary software package, Stratebo, which has grown to become a full-fledged transportation management system (TMS) for the most efficient back office operation,” he said.

When One Horn decided to pursue a freight agent model, the company began to grow rapidly and faced a “make or buy” decision: Finish Stratebo, or purchase an outside package.

“After an exhaustive survey of the market, we determined that our own software was better and more efficient than anything out there, so we completed its development for use by independent freight agents,” Cheryl Biron said. “This decision was key to keeping our costs down and increasing our efficiency.”

The Biron's recently launched a new company, Stratebo Technologies, to offer its software and back office expertise directly to manufacturers, distributors and warehouses through the new Corporate Agent Program, allowing them to streamline the shipment of their own goods. The innovative approach empowers shippers to improve efficiency and cut freight bills by up to 20 percent. ■