



ATA Employs Anexinet to Grow Highway Watch® Mission and Strengthen Homeland Security

The Challenge

Highway Watch® (HWW) is the national highway safety and security program. It is administered by the American Trucking Associations (ATA) in cooperation with the Department of Homeland Security. ATA is seeking to upgrade HWW's operational infrastructure by implementing a centralized, Web-based, "Technology Hub of Operations" that will better serve the 24/7/365 nature of the HWW mission. The new infrastructure calls for a seamless integration of technologies, including a Content Management System (CMS), Association Management System (AMS), Customer Relationship Management (CRM), Web-based Training (WBT), and Business Intelligence (BI).

The Solution

Anexinet was selected as prime contractor for the project, based on the ATA's determination of best value, recommended technologies, demonstrated expertise in related type projects, and ultimate advantages to the HWW program. To achieve ATA's vision for the new HWW infrastructure, Anexinet is working with a number of its technology partners to integrate best-in-class applications and provide the necessary Web hosting and managed services. Avectra Inc.'s netFORUM™ is being implemented by Anexinet for the Web-based CMS, AMS, CRM, and BI functionalities. ScribeStudio™ from Distance Learning, Inc. (DLI) has been selected for the hub's Web-based training features. Web hosting and managed services will be provided by Data Return Corporation.

The Benefits

The new Web-based infrastructure provided by Anexinet will enable HWW to increase member recruitment and training goals through improved communications, awareness marketing, online training, and collaboration with its partners and trucking associations across all 50 states. More efficient back-office operations and business intelligence tools will streamline incident analysis and response for higher safety and security on U.S. highways. Vigilance on highways will be heightened for prevention of motor vehicles being used as weapons, and assistance to first responders in times of emergencies.

- > New Web-based infrastructure will leverage Anexinet's industry partners and best practices for solutions planning, development, and delivery.
- > Will improve client's member recruitment and training, communications, back-office operations, and collaboration with partners and trucking associations across all 50 states.
- > Will increase security/safety for U.S. highways.



The American Trucking Associations (ATA), the national trade association for the trucking industry is a federation of affiliated state trucking associations, conferences, and organizations that represent more than 37,000 motor carrier members. ATA is the national voice for the trucking industry before Capitol Hill effecting change and ensuring that the industry's interests are vigorously promoted and improving the business climate for trucking companies. ATA also promotes safety and sound environmental policies to benefit all of America. ATA is headquartered in Alexandria, Virginia.

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