

TMW Systems Business Intelligence Campaign, PeopleNet and TMW in.sight Conference Earn TMSA Compass Awards

TMW Systems announced today that it has been recognized for its business intelligence marketing campaign as part of the 2017 Compass Awards program from the Transportation Marketing and Sales Association (TMSA).

Cleveland, OH (PRWEB) May 18, 2017 -- TMW Systems announced today that it has been recognized for its business intelligence marketing campaign as part of the 2017 Compass Awards program from the Transportation Marketing and Sales Association (TMSA). In addition, TMW and PeopleNet shared an award for the companies' in.sight user conference + expo. The annual Compass Awards recognize excellence in marketing, customer communication and sales activities within the transportation and logistics industries. TMW Systems (www.tmwsystems.com) is a leading provider of transportation management solutions and PeopleNet (www.peoplenetonline.com) is a leading provider of fleet mobility technology.

TMW received an Award of Merit for its "Using Data Decisively" integrated marketing campaign focused on enabling transportation enterprises to leverage big data to improve decision-making, identify emerging opportunities and support continuous improvement across all operational areas. Campaign elements included email blasts, digital banners, a web landing page, social media activities, and a "video-in-print" direct mail piece incorporating an LCD screen and video player. All creative content highlighted TMW's new Reveal Series of advanced business intelligence tools.

"Unlocking the value of big data is a key concern of business leaders across the transportation industry," said Caroline Lyle, vice president, marketing communications, TMW. "The launch of our Reveal Series was well timed and extremely well received. Receiving the Compass Award is further validation of our team's outstanding creativity and execution."

PeopleNet and TMW received an Award of Merit for the companies' inaugural in.sight user conference + expo, which took place in September 2016 in Nashville. With the theme "Tomorrow's Intelligence Today," the event featured more than 400 educational and industry workshops, exhibits from 82 leading technology providers, keynote speakers, extensive special events and countless business networking opportunities. Nearly 2,400 transportation industry professionals attended the three-day conference.

"in.sight was developed to serve as the premier technology event for the transportation industry, and we hit that mark in our first year," said David Wangler, president of TMW. "We expect the 2017 conference to be larger and even more valuable for industry participants, regardless of the type or size of their businesses or the state of their technology."

The 2017 in.sight user conference + expo will take place August 13-16 in Nashville. For more information, visit: www.insightuserconference.com.

About the Transportation Marketing & Sales Association

The Transportation Marketing & Sales Association (TMSA) helps its members and their companies to make sales, marketing and communications strategies more effective, productive, and profitable. The only professional association of its kind serving the transportation and logistics industry, TMSA delivers value to thousands of members through knowledge, connections, recognition and solutions. For more information, visit

www.TMSAtoday.org.

About TMW Systems

TMW is a leading transportation software provider to commercial and private fleets, brokerage and 3PL organizations. Founded in 1983, TMW has focused on providing enterprise software to the transportation industry, including asset-based and non-asset-based operations as well as heavy-duty vehicle service centers. With offices in Cleveland, Dallas, Indianapolis, Nashville, Oklahoma City, Raleigh, and Vancouver, the company serves over 2,000 customers, including many of the largest, most sophisticated and complex transportation service companies in North America. TMW is a Trimble Company (NASDAQ: TRMB) and part of the international Transportation and Logistics Division.

About PeopleNet

PeopleNet provides solutions to help fleets improve safety and compliance and reduce costs. PeopleNet's network communications, mobility and analytics products are used by more than 2,000 truckload, LTL, private, and energy services fleets throughout North America. PeopleNet was established in 1994 and is headquartered in Minnetonka, Minnesota, with an office in Ontario, Canada. PeopleNet is a Trimble (NASDAQ: TRMB) Company and part of its international Transportation and Logistics Division. To learn more about PeopleNet and its products, visit www.peoplenetonline.com or call (888) 346-3486.

###

**Contact Information****Drew Shippy**

Pinnacle Media

+1 (330) 688-3500

Online Web 2.0 Version

You can read the online version of this press release [here](#).