

# PRESS RELEASE

## For Immediate Release

## **TravelCenters of America and e-Ventus Corporation Featured in Smart Business Magazine**

**Cleveland, Ohio - December 15, 2003** – The December 2003 edition of Smart Business Magazine featured an article about a leading-edge, web-based Customer Service project that was designed and developed by e-Ventus Corporation for TravelCenters of America.

TravelCenters of America was “spending too much time dealing with everything from bill presentment to disputed charges.” In efforts to improve their business processes, TravelCenters of America looked to develop a multifaceted system to “handle customer accounts, billing and purchase authorizations.” e-Ventus Corporation, whose existing e-Business product modules could perform many of the functions that TravelCenters of America required, was chosen to design, develop and manage the product.

The article details the capabilities of the powerful system. According to William Burslem III, Director of Enterprise Systems at TravelCenters of America, “we have now presented a means for our customers to come onto a secured site, access their account and take control of their drivers and trucks”. Additionally, customers can “review pricing for a particular location, look at all their statements” and authorize transactions before they are completed. “When a dispute is registered, it is automatically sent to customer service, where the discrepancy can be reconciled.”

TravelCenters of America was able to save almost nine (9) months of development time by utilizing the Mx Foundation, Mx Portal and Mx Messaging Modules offered by e-Ventus Corporation. By leveraging e-Ventus technology, TravelCenters of American was up and running in under six (6) months.

### **About e-Ventus Corporation**

Based in Cleveland, Ohio, e-Ventus Corporation is an established, award-winning, e-Business and technology consulting solutions provider. e-Ventus Corporation empowers manufacturing, distribution and service firms with innovative business and technical solutions that enable more effective business processes, higher efficiency, lower total cost and long-term competitive advantage.

e-Ventus Corporation offers award-winning, web-based products and a broad range of consulting services including lean manufacturing, lean supply, business process consulting, and ERP system deployment, integration and education. Its products have been featured in APICS Performance Advantage, American Machinist, Inside Business Magazine and Smart Business Network. For more information, visit [www.e-Ventus.com](http://www.e-Ventus.com) or contact Joe LaMantia, Managing Partner, in the e-Ventus Corporate offices at (216) 643-1900

### **About TravelCenters of America**

TravelCenters of America is the largest full-service travel center network in the United States, serving professional drivers and motorists alike.

Our mission is to take care of all highway travelers in the finest full-service facilities on the road. And, with 30 years of experience, TravelCenters of America has established itself as a leader in serving travelers. TA locations are designed to fit the needs of all travelers

And TA is investing heavily in technology to make your stops quicker, easier, and more enjoyable. From automated fueling systems such as Pronto! Pay® to our Network-Wide Maintenance Database for truck repairs, we are 100% committed to serving drivers' needs. For more information about TravelCenters of America, contact their customer service at 1-888-982-5528.

### **About Small Business Magazine**

Smart Business magazine provides smart ideas for growing companies. Our mission is to help business owners and top managers deal with the daily challenges of growing a business. Every page of the magazine is designed to give readers entertaining stories that provide something they can do today to make a business better. We publish Smart Business editions in Cleveland, Akron/Canton and Columbus, Ohio, and in Pittsburgh, Pa. For more information about our magazines, go to [www.sbnpub.com](http://www.sbnpub.com).

**Contact:** Lynne R. Filicko  
[lfilicko@e-Ventus.com](mailto:lfilicko@e-Ventus.com)  
(216) 643-1900