



## Introduces the RailDOCS Ready Partnership Program

Offering  
Select Companies  
an  
Ideal Business  
Opportunity



### **10East/RailDOCS overview:**

RailDOCS (Railway Daily Operations Control System) has been setting standards for rail-focused business systems since 1996. RailDOCS manages business processes that span entire railway supply chains. Over 5,000 desktop and 3,000 mobile users from all classes of railroads (and their vendors) depend on RailDOCS each day.

A key enabler of our rapidly expanding business is our commitment to maintaining fresh business logic. The experience gained from our large and diverse customer base strengthens our vertical market expertise, and enables 10East to deliver the most comprehensive and feature rich business systems. **All of our customers and business partners benefit from our business model.**

10East's business model enables the delivery of exceptional value at a fraction of the cost of alternatives. Our turnkey approach makes it easy for new customers to get started, and the enduring high value, availability, reliability, and security makes continued commitment a natural choice. Considering all these benefits, with virtually no implementation risk and no capital investment, it is easy to see why our customers openly promote RailDOCS. It gets the job done in a world class way, **while increasing the availability of capital for rail infrastructure investment.**

Our tremendous customer satisfaction and commitment have been key enablers of our aggressive sales and marketing approach over the last few years. Now, the story is out and the years of hard work and heavy capital investment in our company and in RailDOCS are raising customer awareness to new heights. Although taking on the appearance of an "overnight success", our prominence in the market is built on a solid foundation, engineered to withstand the test of time.

### **What is "RailDOCS Ready" Hardware?**

10East is inviting select railroad manufacturers to work with us to insure smooth integration of their products with RailDOCS. The RailDOCS Ready Partnership Program enables manufacturers to demonstrate to customers that their products work with RailDOCS, and assures a smooth and consistent integration. Certified products can carry the RailDOCS Ready logo, and use the certification in marketing.



### **The Case for the "RailDOCS Ready" Partnership Program:**

RailDOCS provides integration of data among numerous systems, including field hardware. When RailDOCS integrates hardware, it enables railroads to administer their heterogeneous infrastructure with a single, familiar management tool, while still deriving the original and intended value.

*This includes generations of varying makes and models of hardware that co-exist throughout a typical infrastructure.*

RailDOCS seamlessly integrates hardware capabilities and physical business requirements to enable comprehensive oversight and management of the combined infrastructure.

*This includes integration of modern "smart hardware systems" (which work to automate many of the physical processes, eliminating or reducing labor), physical labor supported tasks, and other business systems into the corporate workframe. Integration points include federal and company mandated tests and inspections, maintenance scheduling, interdepartmental work coordination, full cycle asset management, configuration management, and much more.*

**10East does not compete in the hardware market;** we are a data and business management services company and focus solely on our core business.

**10East does not compete with our customer's information technology groups;** we augment and support customer initiatives, remaining focused solely on railroad operations, and primarily on systems that are cross-functional, benefiting our entire customer base.

It does not benefit railroads to employ disparate tools from equipment manufacturers. 10East is in the best position to provide the right management tools to our industry.

### **Why Should My Hardware be RailDOCS Ready?**

10East has spent years developing a committed staff, with industry knowledge second to none. From a customer perspective, we excel at providing solutions in our chosen market, **and we do not compete with hardware or engineering services vendors.** "Product independence" allows 10East to serve as a trusted business partner, responsible for dealing with information and business intelligence that can only be shared with few companies. RailDOCS correlates financial, scheduling, material, labor, historical, technical, and other information, with projects, tasks, and assets across departments and companies, and puts that to work in important and meaningful ways.

10East's unique market position presents the opportunity to create enhanced value for our shared customers, leveraging the capabilities of modern railroad electronics, while also providing significant advantages to equipment manufacturers. 10East's customers are not only welcoming our approach of working more directly with manufacturers, they are key drivers of this initiative.

10East understands the perceived value some manufacturers have in providing their own interfaces and management systems. To this end, 10East works directly with those manufacturers to provide RailDOCS functionality that can be marketed as a private labeled system. This creates new revenue opportunities, eliminates duplicate efforts, and reduces or eliminates the need for partner manufacturers to have dedicated "systems" staffs. If your development demands are high, 10East can build a dedicated team of software engineers to satisfy your requirements.

Our teams work in 10East's established software development environment under strict quality and project management controls. Partner relationships are supported by legal and practical mechanisms that may include agreements for code escrow, non-compete, non-disclosure, quality of service, and other mechanisms that enable an open relationship that delivers a high level of confidence and protects the ongoing business strategies of all parties.

The RailDOCS Ready Partnership Program provides opportunities ranging from simply promoting hardware compatibility with RailDOCS, all the way to development, delivery, and support of manufacture branded solutions.

In all cases, 10East works directly with our partners' management, product engineers, and marketing personnel to ensure tight control of project efforts. The RailDOCS Ready Partnership Program enables manufacturers to pursue aggressive advancement in core business initiatives in coordination with a capable and credible partner.

Partnering with 10East expands sales opportunities, ensures the use of proven and cutting edge technology and methods, and brings enhanced credibility to the business system perspective of hardware while providing additional revenue opportunities. **RailDOCS Ready presents a true win/win/win business relationship for the customer, the hardware manufacturer, and 10East.**

Your customers are RailDOCS Ready, are you? Contact a 10East sales representative today.



*It takes focus and dedication to keep up with the fast paced Information Technology environment. Hardware, operating systems, applications, development environments, and industry trends change every day. Since 1996, our dedication to technology and the railway industry has enabled 10East to deliver the most capable management tool a railroad could have.*

*We now offer a partnership opportunity to a select few to be certified as "RailDOCS Ready". Insuring products will not only integrate smoothly with RailDOCS, but be complimented by our standards of quality and reliability.*



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