EFFICIENCY

Seamless Integration — Web Services for Increased Sales and Customer Confidence

XML SERVICES

Now you can get our reliable performance — on your desktop — with XML Services from Con-way Freight.

Con-way FREIGHT

Connect to greater selling power and more powerful information management.

Help your customers get quick access to their shipping information with an XML connection from Con-way Freight. It can help you increase sales — and your customers' confidence — by eliminating phone calls, paper documents and web browsing.

With Con-way Freight XML Services you can seamlessly integrate key shipping information into your company's applications and website. Accessible from your existing business applications, the Con-way Freight XML Connection is a back-end, transparent information link.

XML — SEAMLESS TRANSITION FROM YOUR SYSTEM TO OURS.

With XML on your desktop you can seamlessly integrate into our system, allowing you to quickly and easily:

- Receive rate quotes
- Obtain transit times
- Request pickups
- Submit BOLs
- Create manifest reports
- Track shipments
- Retrieve images
- Receive invoices

You can use your own unique reference numbers for all of the above operations — all within your existing system.

A CON-WAY FREIGHT XML CONNECTION HELPS YOU INCREASE SALES AND BUILD CUSTOMER SATISFACTION.

For your online customers and prospects, shipping information can be key to their purchase decision. Now, you can supply that information, instantly — right on your website.

Provide quick, accurate information that helps close the sale.
Using XML technology, you can automatically populate your website order form with accurate shipping charges and delivery times for your customers. So you immediately eliminate logistics questions that can interrupt the selling process.
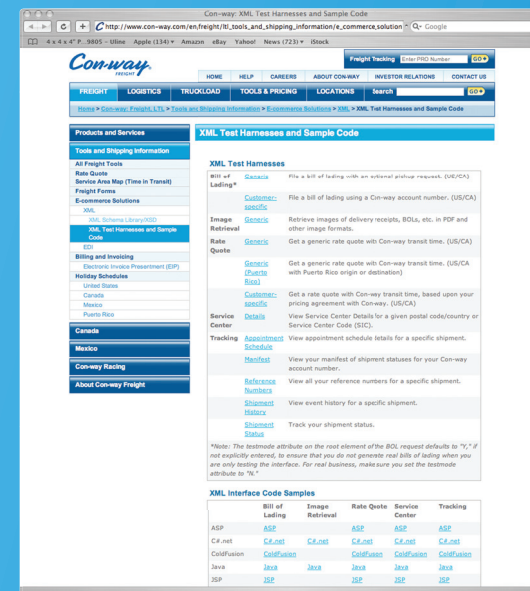
Improve service and save time. Providing real-time shipment costs and transit times gives your customers peace of mind. A Con-way Freight XML Connection also lets customers track their shipments through your website, giving them flexibility and time-saving convenience while keeping them connected to your system.

Improve your employees' productivity. You can also use XML to embed any of our services directly into your company's intranet, allowing employees to track a shipment or get a rate quote without needing to get on the Internet or our website.

Image Retrieval provides direct access to shipment information. Users can retrieve electronic images of Proof of Delivery, BOL and other shipping documents directly from Con-way Freight.

YOUR XML CONNECTION — ANOTHER COMPETITIVE ADVANTAGE, COURTESY OF CON-WAY FREIGHT.

- **Easy to implement** — you can use sample code we provide, or your IT team can write code to easily integrate a Con-way Freight XML connection into your company's systems — with minimal setup. Your IT team can complete implementation in hours, not days or weeks. If outside assistance is needed, Con-way Freight experts are ready to help.

- **Ultra-secure** — each transaction is authenticated against our Internet Registered User Directory. Authorization can only occur when our security component validates that the data and transaction are appropriate to the user.

FREQUENTLY ASKED QUESTIONS

Q: What is XML?
A: Extensible Markup Language allows your IT system to communicate automatically with Con-way Freight on a wide range of shipping operations — especially valuable when you assign special shipping reference numbers. It also permits your website to seamlessly provide your customers with shipping costs, transit times and order tracking information, all from Con-way Freight's database.

Q: How is XML different from EDI?
A: XML uses the Internet instead of a VAN (Value-Added Network). XML is generally easier, faster and less expensive to set up. And XML doesn't require any special software or tools.

To create your Con-way Freight XML Connection, call your Con-way Freight Account Executive or e-mail **web.support@con-way.com.**

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FREIGHT

www.con-way.com