



## TRANSFINDER

SECTOR  
LOGISTICS MANAGEMENT

REGION  
AMERICAS, ASIA-PACIFIC

Founded in 1988, Transfinder is a global leader in logistics software and technology. More specifically, the business works with school districts and municipalities to develop routing, scheduling and fleet maintenance solutions for school bus services. Smarter route management is backed by powerful data insights and a host of user friendly features. The result is safe, efficient and cost-effective transportation for school students across the United States, where Transfinder products are used by more than 2,000 school districts and municipalities in 47 states. The company is the industry leader in several of those, including the major markets of New York and Texas. Transfinder employs 140 people across four offices, with headquarters in Schenectady, New York.

### CHALLENGE

Transfinder is a successful business, named by Inc. magazine as one of the United States' fast growing private companies for 11 consecutive years. It has maintained its position as a leader in logistics technology through a commitment to continual innovation. Core products are refined and improved on a regular basis, and new features added. Transfinder is also continually growing its product portfolio. The company now supplies over a dozen solutions designed to increase efficiency and reduce costs for logistics managers in school districts and municipalities.

But the journey has not been without its challenges, and in 2014 Transfinder ran up against a problem. An ambitious product and development roadmap was being undermined

by a lack of top technical talent. "Our company was ready for some big steps but we couldn't find enough team members to help us build all of the products and features fast enough," says Joseph Messia, Transfinder's chief operating officer. "It has long been a challenge to find technical team members here in the upstate New York area."

A dearth of IT talent is an issue for many growing businesses in the technology sector, and competition for good programmers and developers can be fierce. Transfinder decided to address the problem by looking further afield, and to do so it enlisted the support of UHY's global network of local expertise.

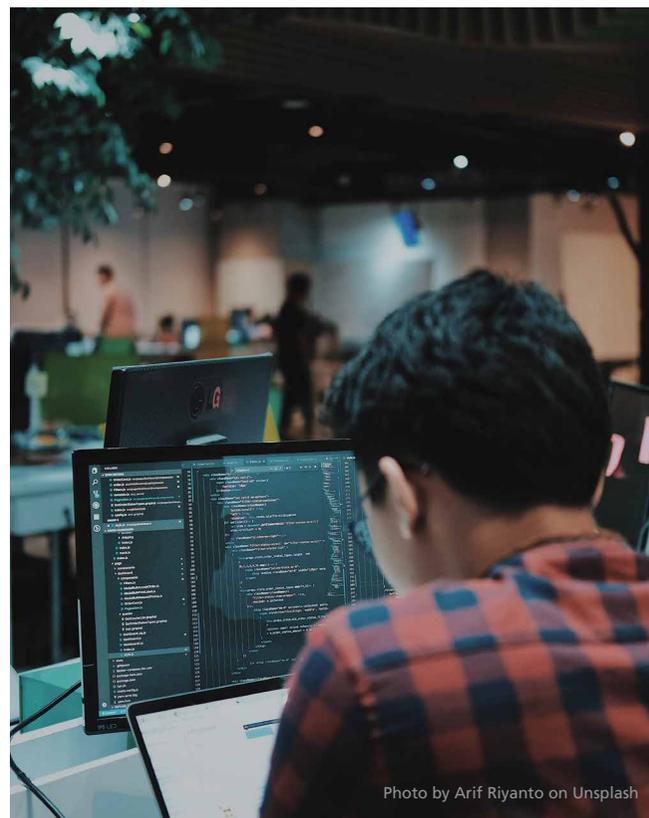


Photo by Arif Riyanto on Unsplash

### SOLUTION

The plan was simple enough. Transfinder would open satellite offices in cities considered hotspots of IT talent, where it could find and nurture the expertise it needed to put ambitious product development plans into action. But opening subsidiaries in foreign jurisdictions can be complex, with often very different rules around company ownership, taxation and employment. Transfinder turned to UHY to provide the local knowledge it needed.

"UHY has a strong presence here in the Schenectady area where our company is based," says Joseph. "It was our contacts here locally that gave us the confidence that UHY and its international member firms could help us establish our new office locations."

The company first approached Howard Foote from UHY LLP in Albany, New York. Joseph and his colleagues explained the company's need for international development offices, and its preference for a Chinese presence initially, followed by an office in India. In turn, Howard introduced Transfinder to UHY's member firm in

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China, Zhonghua Certified Public Accountants LLP, and specifically its local team in Shanghai.

The partnership was a success. “Zhonghua did a great job helping us establish Transfinder Shanghai so when we decided to open Transfinder India we went back to UHY to help us connect with the right team there,” says Joseph. “UHY connected us with (joint managing partner) Sunil Hansraj and his team at UHY member firm Chandabhoy & Jassoobhoy in Mumbai. Our local connections at UHY allowed us to find the right partners in both China and India.”

Transfinder Shanghai opened in 2015, and has been working well. Now India will follow. The Indian company was incorporated last year but activity was suspended by the coronavirus lockdown. Joseph and Sunil are currently in discussion about starting the Indian operation.

**RESULT**

UHY member firms in the US, China and India have been crucial to Transfinder’s ambition to accelerate the development of new features and products through the acquisition of overseas talent. UHY’s specific services have centred around the legal processes involved in the establishment of foreign owned entities, alongside local tax regulations and employment laws. But Joseph says the involvement of the UHY firms has gone beyond standard accountancy services.

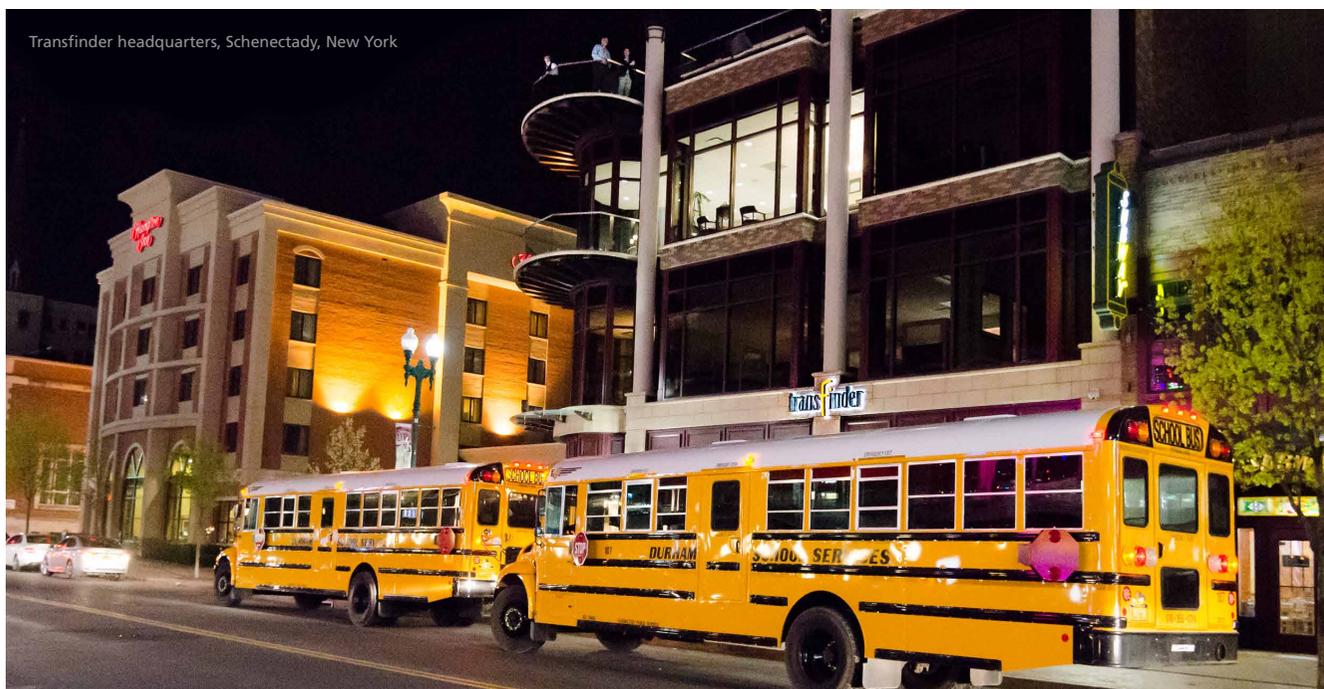
“They have helped us establish our network,” he adds. “If we have a need for a service outside of those that UHY LLP, Zhonghua or Chandabhoy & Jassoobhoy provide, they have been very helpful in providing us with additional contacts and the names of trusted vendors. That’s a critical step to establishing a new office location.”

With the Indian development office likely to open this year, Transfinder has found a global solution to a local problem. With the help of the UHY network, the company now has the technical talent its ambitions demand.

“UHY and the UHY member firms have met or exceeded our expectations for requests both common and unique,” says Joseph. “Our contacts are professional, responsive, and a pleasure to work with. The firms and our UHY contacts continue to be a great help in establishing our international office locations.”

**UHY IN THE LOGISTICS MANAGEMENT SECTOR**

UHY member firms are expert in supporting worldwide manufacturing and logistics supply chains including warehousing, transport, inventory, material handling, packaging, disposal and software innovation. Specialists from UHY member firms work with businesses on improving the management of supply chains to identify potential cost savings and mitigate risks to production schedules. Services include cross-border tax and audit services, advising on corporate structure, finance advice and the purchase and sale of assets.



Transfinder headquarters, Schenectady, New York

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