

# Big decisions and big-picture thinking keep growth mentality alive

Trans Plus is a powerful and intuitive transportation management software platform that has successfully streamlined fleet operations and removed complexity for hundreds of trucking and brokerage customers across North America. The company was founded by Dave Wright in 1995, who was joined five years later by John Wright. Together, they set out on a mission to provide their clients with best-in-class software and support.

After dedicating 20 years to the business, Dave and John needed to find a new home for Trans Plus, one where the employees and technology could continue to grow. They knew Banyan was the best fit because of their like-minded views, cultural fit, and confidence in making big decisions to drive the business forward.





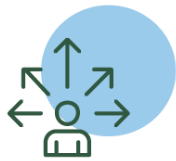
## Recruited a new, sales-focused CEO

The owners exited the business over an 18-month transition period. During that time, Banyan helped bring on a new sales-focused CEO with excellent leadership skills and technical expertise.



## Paved the way for product growth

Developing a strategic product roadmap was a key priority for the new leadership team. The technology had to be cloud-based, customer-focused, and agile enough to adapt to the changing market. Big-picture thinking would be essential to innovation and growth.



## Kept culture intact and thriving

Joining the Banyan family didn't change the culture at Trans Plus, it grew stronger. The company had always operated with a growth mentality, so when it started to grow faster, the excitement only amplified. They were able to open a new office, reward top talent, and introduce new tools and processes to help the team scale.

# What's next for your company, customers, and team?

At Banyan, we're proud to provide a permanent home for enterprise software companies with tenured teams, happy customers, strong market positions, and track records of profitability. If you're preparing to sell your business, let's connect for a quick, confidential chat about how we can help.

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