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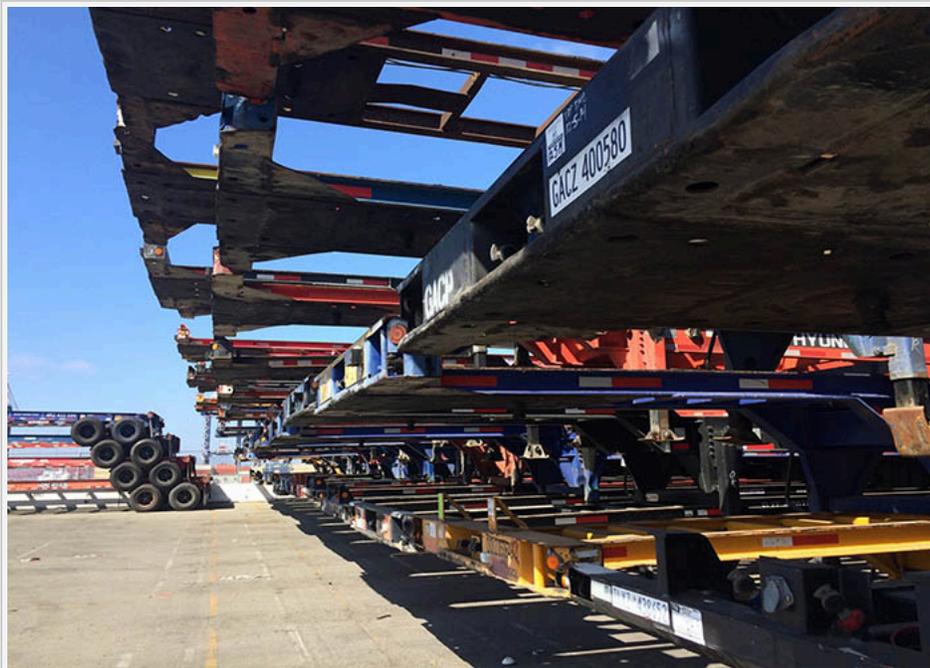


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REZ-1 gains intermodal management digits via IAS acquisition

[Hugh R. Morley, Senior Editor](#) (/users/hugh-r-morley) | Jul 22, 2016 4:09PM EDT

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The acquisition by REZ shows the growing importance of digital platforms in the chassis market.

Direct ChassisLink's acquisition this week of a technology company will broaden the intermodal equipment manager's ability to manage assets by adding a digital platform focused on equipment repair and dispatch, and chassis management

Officials from REZ-1, the [subsidiary of chassis company Direct ChassisLink, Inc](#) (http://www.joc.com/trucking-logistics/drayage/dcli-acquires-technology-provider-rez-1_20140828.html), that will absorb the new company, said they expect the acquisition of International Asset Systems, of Oakland, California, to enhance and expand the capabilities of REZ, whose asset management platform focuses on inventory management, asset tracking and financial management, mostly of rail-owned containers.

The acquisition by REZ shows the growing importance of digital platforms in the chassis market. DCLI competitor Trac Intermodal, has a booking platform, EZBook. And an independent sales platform, ChassisFinder.com, helps companies, largely trucking and shipping companies, rent or lease a chassis in a manner somewhat similar to the way Expedia.com offers the chance to book a flight.

Marie Colbert, CEO and president of Wellesley, Massachusetts-based REZ-1, said in an interview Friday that IAS is a good fit for REZ's existing platform.

"In general their capabilities complement our asset management platform, with the unique capabilities in their modules," she said. Colbert added that IAS' platform would "essentially expand our capabilities for our current customers, as well as our ability to provide integrated supply chain solutions for others, such as shippers, ocean carriers, motor carriers and third-party logistics providers."

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That ability is enhanced by IAS's global network of informational ties to thousands of service providers, Colbert said. As a result, IAS' platform "modules interact with the marketplace to provide seamless, automated business transactions," she said.

REZ-1 was founded in 1994 to manage Equipment Management Pool, the railroad-controlled domestic container program serving Union Pacific Railroad and Norfolk Southern Railway. The company since has expanded its management services to other asset types and customers, and it now provides intermodal companies with the technology to effectively manage assets, including those of railroad companies, steamship lines, 3PLs and trucking companies. REZ-1 was acquired by [DCLI](http://www.joc.com/rail-intermodal/chassis-lessor-dcli-be-sold-infrastructure-fund_20160512.html) (http://www.joc.com/rail-intermodal/chassis-lessor-dcli-be-sold-infrastructure-fund_20160512.html) in 2014.

IAS, founded in 1998, performs network deployment and provides customer support to its global client base. Company services include IAS Equipment, which streamlines maintenance and repair workflow, and IAS Dispatch, which connects freight forwarders, 3PLs and ocean carriers to their service providers for real time first- and last-mile shipment visibility.

Bill Shea, CEO of DCLI, said that bringing the two companies together "advances our strategy of combining assets with related services and technology."

"This acquisition broadens and deepens how we can serve existing and future customers in several dimensions — by market segment, business need and geography," he said.

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