

Transtar Industries Innovative Software, transend™, Integrates With Leading Shop Management Software

[Cleveland, Ohio – December 27, 2019] Transtar Industries, the leading distributor of automotive driveline parts, has reached an agreement with ProfitBoost Software LLC, a pioneer in cloud-based automotive shop management software. This partnership integrates Transtar’s proprietary parts lookup and ordering technology, transend™, with ProfitBoost’s leading shop management software, making high-quality transmission and driveline parts more accessible to a broader market share.

Transtar CEO, Neil Sethi, says, “We are proud to partner with ProfitBoost Software, bringing our powerful parts lookup and ordering software, transend™, to more customers than ever. Shops will greatly benefit from the ease and accuracy of ordering via the shop management software they use every day.”

transend is the only software of its kind that enables customers to search for the parts and products that fit a particular vehicle using its license plate number, VIN, or by year/make/model/engine. Users can filter results by brand, price, and availability, and with Transtar’s coast-to-coast distribution network, parts arrive as quickly as the same day.

ProfitBoost’s CEO and founder, Scott Johnson, comments, “This is the integration that I have wanted for the last seventeen years – a true game-changer for this industry. ProfitBoost users can quickly find the right parts to get the job done, add it to the repair order, and sell the job. This partnership is about using the best technology to grow transmission shops.” Before launching ProfitBoost, Johnson owned and operated transmission shops for twenty years. “Transtar was my primary parts supplier for all soft and hard parts used for rebuilding our transmissions – and now, we’re proud to partner with them on this exciting integration.”

This cross-platform integration was achieved with transend’s proprietary API (application programming interface), which enables real time data integration with virtually any system. transend incorporates leading technological standards, and is continually improving and expanding with updates deployed on a regular basis. Registration and integration details are available for review at <http://api.transend.us>.

Customers who use the ProfitBoost shop management system can now select the readily accessible “transend” button within the repair order and view a complete list of suggested rebuild parts for the transmission they are repairing or rebuilding.

ProfitBoost’s shop management platform, powered by transend, is available for immediate use and can be accessed by visiting ProfitBoost.com. For direct parts lookup and ordering, visit transend.us.

About Transtar Industries:

Transtar Industries is the global leader in transmission and driveline-related solutions. Dedicated to providing customers with outstanding service, offering the broadest product catalog and best-in-class distribution of quality OE, aftermarket parts, and premium remanufactured products. Founded in 1975 in Cleveland, Ohio, in four decades, Transtar has grown to be a global supplier of products related to the transmission and driveline, with a comprehensive offering that includes automatic and standard transmission units, transmission rebuild kits and components, remanufactured torque converters, hard parts, valve bodies, differentials, and transfer case kits and components. Using their robust distribution network throughout the domestic United States, Puerto Rico and Canada, they deliver products to more than 80 countries.

Contact: Michael Wilt, Marketing Communications Manager • P: (440) 201-8174 • E: mwilt@transtar1.com • W: www.transtar1.com