

Connexionz Newsletter

Quarter 2, 2023

Welcome to our latest newsletter.

One step forward, two steps back



By now, the 2023 Financial Year (FY 23) results are out.

We've been able to reach similar heights in sales as our record year in FY 22 but we've swung from around a half million profit to a half million loss. A 1-million-dollar swing!

This has been due to a number of factors:

1. During COVID-19 we saw a lot of price increases for our electronic components and other costs.
2. Post COVID-19 those prices haven't dropped and there was a mad scramble for staff which produced a lot of wage and salary inflation. We had to lift a lot of salaries just to stop other companies from poaching our team.
3. At the same time, we continue to see a lot of price competition.

Put together, margins are being squeezed.

We've also been making significant investments in our technology and our sales and marketing capabilities.

These initiatives are about laying down seed for us to lift the company to another performance level, but it will take some time before we will reap this harvest. But reap, we will.

Already we are seeing early signs that we are on the right track. Our technology roadmap is in much better shape. Our sales pipeline has already risen in volume and velocity. Long purchase cycles mean that it is a way off before the bulk of these efforts will convert to sales and affect bottom line results. Nonetheless, we've won a new project in Gatlinburg, Tennessee. Welcome aboard.

We make a difference in Lincoln, Nebraska



StarTran in Lincoln, Nebraska is one of our newest customers.

Pat O'Donnell, our Senior Sales Executive, based in Omaha Nebraska, drove up the road and dropped in to see how things were going. In short, fantastically. So proud of our team and what we do for them.

Nick [Nick Love, is Startrans' Assistant Manager of Operations], says Connexionz' route management, dispatch, real time passenger information with video monitors, accurate, passenger information and passenger counting tools that provide reports to the senior management of Lincoln Transit, have been invaluable to the agency, right out of the gate. "It's amazing in such a short time with what the Connexionz system has done in terms of operations flow and reporting to our senior management," said Nick. "There's lots of things that we have to report, and the Connexionz Platform makes it so easy for us. We're also looking forward to more passenger signage and additional project work from the Connexionz people out in California". Nick stopped and smiled, "Nune and Hugo and their staff have been so wonderful overall this time. And we look forward to seeing things continuing".

[Read more](#)

Lots of interest at Community Transit Association of America (CTAA)



Figure 1 Winners are grinners, and Kim Viener from WOTA is grinning! That's Norm Sanders our Senior Business Executive grinning too.

This year the Community Transit Association of America (CTAA) conference was held in Oklahoma City.

Lots of interest, leads, follow ups and even ideas for our product roadmap came from our time there.

Congratulations to Kim Viener, the Transit Director for Western Oakland Transportation Authority in Highland, Michigan who won our Garmin Instinct 2 smart watch draw.

Inside look on the Auckland Public Transit System design



Figure 2 Jarrett Walker

A lot of thought goes into public transit system design. In 2012 Jarrett Walker who used to work for MR Cagney back then and who now has his own consultancy Jarrett Walker & Associates, helped put together the design which is largely what we have today in Auckland.

If you're a curious person, if you're the kind of person that asks, how did they do that, what goes into the design of a public transit network? Then this article and its links to more in-depth explanations is for you!

[Read more.](#)

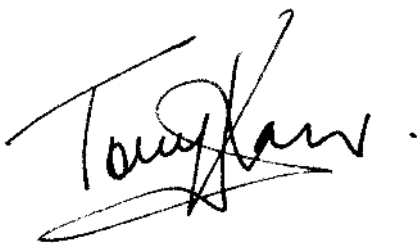
Welcome to Maria Alsayyad, Bid Manager



Figure 3 Maria Alsayyad our new Bid Manager (on the right)

A hearty welcome to Maria Alsayyad, our new Connexionz Bid Manager. Maria has many years of proposal management experience. All our sales team members are celebrating loudly! We're looking forward to working with her and seeing fantastic results.

Until next time



Tony Kan, Executive Chair