

Member Profile

Member Profile: TRMI (The Revenue Markets, Inc.)

Founded: 1974

Location: Accord, NY

Employees: 40+

Website: www.trmi.com

The next time you are on a highway or crossing a bridge, take an extra moment or two to admire the technology that allows the tolls to be collected so efficiently. TRMI, or The Revenue Markets, Inc., is most likely the company that manufactured the toll collection equipment and software. In fact, all major toll authorities in the northeast buy either their systems or equipment from TRMI.

In 1974, TRMI was founded by owners Bob Rosakranse and son Steven. In the beginning they were a manufacturer of treadles, the set of electrical contacts encapsulated in vulcanized rubber housings that vehicles drive over in a toll lane which give outputs based on the number of axles that vehicle has. TRMI still builds treadles in their Accord facility but is also developing the high-tech software and integrating electronics for the machines used on many highways and bridges today. The industry has changed dramatically since 1974, from manual toll collection using simple counters in wooden tollbooths to automated open road tolling using EZPass or similar technologies for non-stop toll collection. TRMI has evolved with the industry to serve their customers.

Today, TRMI manufactures treadles, coin sorters, and a variety of collector terminals and ticket issuing machines for the toll industry. Their main products are software and systems integration services. TRMI is able to design custom operating systems based around their customers' business rules and facilities. TRMI is also able to integrate sensors and electronic equipment from a wide variety of suppliers to

provide state of the art revenue collection systems.

They have customers throughout the United States and around the world. Some major installations include the Golden Gate Bridge, Chesapeake Bay Bridge and Tunnel, the New Hampshire Turnpike Authority, the New York State Bridge Authority and the Bay Area Toll Authority in California.

One of the reasons for TRMI's success is because it is one of the few system integrators that also manufactures its own equipment. TRMI's design and project management team stay with each project from the proposal stage through installation and



commissioning. With this unparalleled level of customer support TRMI has acquired an extremely loyal customer base, some have retained TRMI equipment for more than 20 years in an industry where the average system lifespan is between seven and eight years. The company is small enough to be flexible and their technical staff has unmatched experience in the industry.

TRMI's headquarters in Accord, NY, has 30,000 square feet allocated to system development, assembly, and production, including a 15,000 square foot manufacturing area and an outdoor test track. There is a development lab with equipment that includes over 100 lane controllers, work stations, along with routers and servers, comprising over a dozen maintenance support toll systems. According to Tom Kramek, Vice President of Operations, TRMI has saved significantly on energy bills for this facility as a member of the Council of Industry's Electricity Aggregation. As part of the Council of Industry, TRMI has also taken part in a variety of trainings which have contributed to the company's success, such as Project Management, the Certificate in Manufacturing Leadership Program, and Hazardous Materials training. TRMI has been on the cutting edge of toll collection technology and changes in the industry have been dramatic since they installed the first solid state toll collection system on the Golden Gate Bridge in the early 80s. Systems continue to become more automated and with the advent of EZPass-type systems, which have benefited toll patrons as well by reducing queue times and eliminating many of the delays associated with toll collection. According to Kramek, "The industry is continuing on this path with the next evolution including video tolling, where images of vehicles are captured and processed digitally to allow patrons to be tolled without a transponder (EZPass tag) and two way communications between the on-board computers present in every car manufactured today and intelligent roadside devices which will allow tolling based on millage traveled for each vehicle."

By adjusting to their customers needs and being innovative and vigilant in keeping abreast of the latest technology available, TRMI has been a part of the toll collection industry's evolution. They are an excellent example of a manufacturing company that has been able to not only stay on track through these difficult times, but blaze a path that others might follow.

