



# Datatrac

## The competition's after you... and trying to close the gap!

In the fast-moving air-freight business, keeping up with customer demands is vital to your future success.

And your competition knows it: they want your customers, and want to keep you from getting new business. Increasingly, your customers expect shipments to be tracked using state-of-the-art technology and streamlined processes such as online tracking, system-to-system electronic communication and same-day electronic PODs. And you don't have tons of money to invest in technology, hardware and software.

### How do you take down the competition?

By implementing the full suite of Datatrac agent solutions, Black Hawk Freight added the flexibility and functionality necessary to move their business forward.

**"Datatrac not only met, but exceeded our expectations. Datatrac understands not only the industry, but our individual company, and they develop products that meet our business needs."**

— Amy James, Black Hawk Freight Systems

### Stay ahead of the competition by... Investing in state of the art technology without a large capital outlay

Datatrac provides our solutions on-demand with STATIS, our Shipment Tracking and Tracing Information System. With our web-based hosted software, all you need is a Windows based PC and a high speed Internet connection. There is no need for you or your customers to install or configure software or

a complicated server as we maintain the server and software at an IBM DataCenter. Our hosted solutions allow you to focus on your core business and leave the hassles of software and server management to us. Other benefits include:

- Ability to increase and decrease users as your business dictates
- Cancel at any time with no penalties or multi-year commitments
- Free and continuous upgrades to latest software and operating system releases
- World class security, data backups, system management expertise and disaster contingency plans without huge investments
- A very low total cost of ownership
- An immediate return on investment because of extremely low upfront costs

### Conducting and managing your business in real-time.

**"It's all automated. There's no extra step to print and fax POD's to customers. It all happens automatically, saving us loads of time."**

— Jeff Steele, Fast Trac

**eTrac** is the connecting point of our solutions for the transportation industry. Whether you are a Courier, Shipper, Freight Forwarder or Freight Agent, eTrac enables you to communicate in real time. eTrac utilizes electronic orders, shipment tracking details, proofs of delivery, invoices and electronic settlement with your trading partners - no more

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phone calls and faxes. eTrac does it all electronically and in real time from your system to your customer's system or to the Web.

## **Managing on-demand, and scheduled orders more efficiently - it's about time.**

Designed specifically for Air freight and expedited delivery companies, STATIS is the most widely used software in the industry. Instead of having to call for delivery status, your customers have up-to-the-minute information at their fingertips with the click of a mouse. Dispatchers are able to provide a proactive focus on customer service instead of responding to orders and making phone calls by using our PowerTrac module. A complete operational application, your business will be run in a hosted environment, with no substantial investment in technology or staff to manage it.

## **Communicating data with drivers in real time.**

**"The Wireless eTrac solution on Blackberry has proven to have a significant impact on our business. Our drivers are more productive using the Wireless eTrac application because of its improved user interface and functionality."**

— Frank Zastrow, Edina Couriers

Datatrak's mobile data communications software - Wireless eTrac - connects dispatchers and drivers in real time using cell phones. This cost-effective approach simplifies dispatch communication, improves customer service and boosts the productivity of your entire staff. Drivers have all the pertinent information on their phones, and can update the status with a few keystrokes. Real-time communication knocks

the competition out of the game.

## **Having a bird's eye view of the exact location of your drivers.**

**"Putting all our routes on a map and visually showing vehicle location to our dispatchers opened a whole new world... this automatic vehicle location (AVL) solution has blown the dispatchers away. We've been really pleased with the program (GeoTrac)."**

— Hospital Shared Services

Using digital maps and GPS-enabled cell phones, Datatrak's GeoTrac solution gives your dispatchers up-to-the minute location tracking of the entire fleet, a group of drivers or an individual driver. With this easy-to-use and inexpensive AVL tool, agents can track fleet resources, manage work orders and improve operating efficiencies. Coming soon, its integration to STATIS will allow you to see unprocessed jobs on the map with your drivers, to further knock out the competition. Datatrak hosts the AVL solution and maintains the digital maps, reducing maintenance costs while ensuring the most accurate up to date maps.

**Datatrak offers an array of products designed to make your company more profitable. Ask a representative how one or more of these products can help you.**



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