



The times, they are a-changin'... are you ready?

Ah, the good old days of transportation – you used order forms and a number two pencil to take your shipment data. Your dispatcher was the lifeblood of the company – he used a peg board with a nail for each driver, and kept all the details of the drivers in his head. Let him be out sick a day, and you were sunk. You used two-way radios to talk to your drivers, and it was a madhouse in the dispatch office. How did you know where the drivers were? Well, you took it on faith that they were where you thought they were, and that wasn't always the case.

As Bob Dylan sang, "The times, they are a-changin'", and that's true for the transportation industry. Your customers are demanding far more details and visibility on each shipment than ever before, and you need to know where your drivers are every minute of the day, without spending the company fortune or your nest egg.

A picture is worth a thousand words and **GeoTrac** provides an invaluable bird's-eye view. Using digital maps and GPS-enabled cell phones, Datatrac's Automatic Vehicle Location (AVL) 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, couriers can track fleet resources, manage work orders and improve operating efficiencies.

It's not magic, but it looks that way...

GeoTrac combines Motorola's GPS handset capabilities with ESRI's powerful ArcIMS server software. The software provides dynamic street-level maps, addresses, and points-of-interest to the dispatcher's web-based console.

Datatrac hosts the AVL application and maintains the maps, reducing maintenance costs while keeping map data current. GeoTrac supports low cost GPS-enabled cell phones. At a very low cost per month per driver (plus the cost of the appropriate wireless plan), the GeoTrac AVL solution won't break the budget.



Datatrak

**From a management perspective,
GeoTrac lets you:**

- Identify customers that require significant wait time
- Track the date and time that your drivers were at a specific location
- Recognize when drivers are speeding
- Trace out-of-route miles
- Track drivers from a browser: no additional software installation necessary on your PC's
- Not worry about hardware and software: The program is completely hosted by Datatrak, and there's no need to purchase or update map data
- Coming soon, you'll be able to use GeoTrac to review unprocessed jobs from your Datatrak COPS or STATIS systems on a map to help identify the best driver

Combine the power of GeoTrac with Wireless eTrac, and you have the ability for your drivers to communicate shipment information in real time on the same handset. The bundled



package offers you all the features of GeoTrac alongside the detailed shipment information provided in Datatrak's Wireless eTrac product. Wireless eTrac includes "fire and forget" messaging, which is the ability to send messages and shipment updates even when you are out of coverage. Updates are then transmitted once coverage is resumed. Datatrak can assist you with the bundling of the two products and the specific handsets necessary.

The line has been drawn – and the times, they are a-changin'. But just because the times are changing doesn't mean you have to break the bank on technology. Contact Datatrak for more information on GeoTrac.

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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