



Real-Time Carrier Collaboration Creates New Opportunities

Empowering shippers and carriers to collaborate instantly and directly creates efficiencies and cost savings for both parties. Relying on the internet as a real-time business platform, carriers are increasingly making their service offerings more accessible to shippers through the web. This significant technology shift opens opportunities to more easily manage carrier selection, performance and cost.

Banyan Technology and Datatrac® Corporation have recently partnered to offer a solution that combines the best of their specialized technologies to improve efficiency for companies managing expedited transport operations. Banyan has created a shift in the traditional Transportation Management System (TMS) paradigm with a revolutionary model that saves both time and money. Shippers can have real-time access to rate their freight shipments with over 5,000 connected carriers. In turn, those carriers gain access to more load opportunities and improved operational efficiency through enhanced communications.

Pairing this innovative offering with Datatrac's leading business intelligence solution offers shippers unprecedented visibility into all of their shipments—whether same-day parcel, LTL, TL or even intermodal. By creating a mutually beneficial interaction between shippers and carriers, this powerful combination provides substantial cost savings while enhancing visibility among transportation partners.

Lance Healy, Banyan Technology's President, commented on the new partnership: "Through the interaction of these two complementary technologies, we're creating a more powerful solution that enhances the profitability of both companies' customers." Garland Duvall, Datatrac's CEO added: "As more business technology moves to a real-time, cloud-based model, successful companies are becoming serious about leveraging their technology investment to drive growth. This partnership between Datatrac and Banyan highlights the synergy that creates new possibilities in the cloud for visionary carriers and shippers."

About Datatrac:

Datatrac delivers revolutionary solutions which empower shippers to become more efficient, provide a better customer experience, and drive superior performance from their transportation logistics through real-time business intelligence and visibility. For more information about Datatrac visit datatrac.com.

About Banyan Technologies:

Banyan's solution creates and maintains direct and instantaneous connections between clients and their LTL and TL freight carriers. Our focus is to enable collaborative relationships that will make both our customers and carriers operations more efficient and more profitable. For more information visit banyantechnology.com.