



Grow Your Business Without Sacrificing Profits

Owners want to grow their business, but after winning new customers, some of those entrepreneurs are faced with an unpleasant reality. The volume of new business actually decreases profitability because of attendant cost increases. This phenomenon often occurs when the new work involves route distribution and the associated complexities of integrating it with other types of deliveries.

To help carriers better manage the demands of high-volume work, a new partnership between Datatrac® and FreshStart Logistics will equip couriers and truckers with the tools they need to effectively manage those operations. Combining the cloud-based logistics operating system from Datatrac with the real-time, dynamic routing capabilities of FreshStart creates a powerful solution that ultimately results in improved service, efficiency and profitability.

Even before the first delivery is made, this technology helps carriers win new business. A powerful modeling tool generates the most efficient routes possible using custom criteria. Carriers can offer quotes to shippers that are more accurate and profitable than competitors using traditional methods.

Much of the effort in daily delivery operations is spent on responding to the divergence between planning and execution. Dispatchers and drivers struggle to adapt to traffic, weather, schedule changes and equipment problems while keeping their shippers updated on progress. Datatrac provides complete visibility into shipment status, tracking, driver location and POD. As the work day progresses, relevant data points are supplied by Datatrac to the FreshStart dispatch optimization and routing engine to continuously optimize based on the carrier's chosen criteria. The result is greater dispatcher and operating efficiency along with improved execution of routing and scheduling at a reduced cost.

Bill Ho, FreshStart Logistics CTO, commented on the new partnership: "When the cutting-edge technologies of two leading companies are brought together, the result is an even more powerful solution that will directly improve the profitability of our mutual customers." Garland Duvall, Datatrac's CEO added: "Carriers focused on growing their companies are realizing that technology is actually an investment in their future. Unless they adopt the tools that make them competitive, they will simply be squeezed out of the market by visionary competitors who can meet their customers' needs for visibility and efficiency."

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 FreshStart Logistics:

FreshStart's expert systems for dispatch and shipment optimization technology has been deployed for many years as the dominant solution for on-demand routing and dispatch optimization. Shippers, carriers, and other transportation service providers choose FreshStart to gain a competitive edge with high-performance fleet and route optimization in batch, dynamic, real-time routing and scheduling. For more information visit freshstartlogistics.com.