



Datatrac® Sets Record for Growth

Datatrac boldly moved forward in 2010 to position both the company and its customers for growth. This leadership strategy resulted in unprecedented double-digit growth that beat the company's previous record and drove a host of accomplishments on the technical front.

Datatrac's cloud-based platform for delivery of real-time business intelligence and visibility now provides specialized tools for shippers. With over 200 shippers connected to the Datatrac network, these companies are leveraging this operational advantage to become more efficient, provide a better customer experience, and drive the best performance from their transportation logistics network.

The list of the past year's accomplishments are impressive and solidify Datatrac's industry leadership position. While there were 30 releases during 2010 that included new or enhanced functionality, very few required any customer action because of the cloud-based nature of the solution. A complete list of enhancements is available to users of the Datatrac forum, but some of the highlights include:

- Map-based tools that users provide to their customers to enable real-time tracking and visibility.
- Dashboards shippers can use to monitor multiple carriers simultaneously
- Web interfaces to integrate systems like SFA and CRM
- System-to-system dispatch
 - Shippers can dispatch routes and jobs to their carriers, then get real-time status updates.
 - Carriers can dispatch jobs to their agents and get the same real-time feedback.
 - All accomplished with web-based, map-oriented, drag-and-drop dispatch.
- Containerization options
 - Receive containers from shippers and track the contents at the item level
 - Build containers right on the dock
 - Full tracking of all included items by scanning and tracking the container
- Many enhancements to on-demand, scheduled, linehaul, and distribution capabilities
- Over two dozen devices now certified for Mobility
- Topped 200 active shipper integrations

As the economy slowly recovers, more leading carrier companies are recognizing the rapid enhancements and cost-savings associated with cloud-computing. The Datatrac team is already geared up for another busy year and looks forward to new advances in technology that will empower even more progress in 2011.

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.