



Datatrac®

Press Release

January 15, 2010

Shippers Empowered with New Logistics Tools

Although Datatrac® is the leading provider of logistics technology for expedited carriers, its latest release provides shippers with the tools they need to manage their carrier network. Through the revolutionary cloud-based **Datatrac Web** solution, shippers will now have a single dashboard to use for monitoring performance and tracking shipments handled by Datatrac empowered carriers.

Only Datatrac provides shippers with an easily accessible network of carriers providing the consistent service and technology platform they require for efficient distribution. In many cases, utilizing independent carriers is the only cost-efficient option in areas served by major consolidators.

By providing centralized data collection and access, Datatrac provides additional services to shippers beyond simply identifying carriers. Working in partnership with shippers, Datatrac guides the deployment of its technology within the shipper's internal systems. Integrated, web-based tools are deployed within the shipper's infrastructure and their operations personnel are trained to synch business processes with carriers.

"We are now working with major shippers who need more options for their distribution and fulfillment operations," said Chris Bean, Datatrac's VP of Sales and Client Advocacy.

Bean continues, "Because we bring revenue generating business to our customers, they often help us connect with new shippers. By adding the new shipper logistics tools to our solution, we're strengthening an already powerful triangle of success. With both carriers and shippers working so closely with a leader like Datatrac, everyone wins."

About Datatrac Corporation

Datatrac® Corporation has been helping shippers and carriers grow revenues by maximizing logistics efficiency for over 30 years. With their real-time logistics network and practical technology solution, Datatrac is driving to eliminate inefficiency from the complete delivery cycle. Learn more by visiting www.datatrac.com or call 800-827-2677. Follow "[DatatracCorp](#)" on Twitter for the latest news updates.

Datatrac Corporation

4550 North Point Parkway • Suite 200 • Alpharetta, GA 30022 • (770) 552-3866

www.datatrac.com