



The competition's after you... and trying to close the gap!

In the fast-moving courier business, keeping up with customer demands is vital to your future success. And your competition knows it: they want your customers, and want to keep you from getting new business. Increasingly, your customers expect shipments to be tracked using state-of-the-art technology and streamlined processes such as online tracking, advanced shipment notification, bar code scanning, electronic communication and same-day electronic PODs. And you don't have tons of money to invest in technology, hardware and software.

How do you take down the competition?

By implementing the full suite of Datatrac courier solutions, Corporate Couriers added the flexibility and functionality necessary to move their business forward without adding staff. Datatrac solutions have equipped the company to handle 128% more orders and realize an 86% increase in revenue. Corporate Couriers estimates they are saving \$125,000 per year with the increased efficiencies that Datatrac brought to their operating environment.

"Installing eTrac, Wireless eTrac and COPS was the best decision we've made in the thirteen years that we have been in business. It has given us the flexibility to grow the business by leaps and bounds."

— Kirk Godby, Corporate Couriers

Stay ahead of the competition by... Investing in state of the art technology without a large capital outlay

Datatrac provides our solutions on-demand with COPS, our Courier Order Processing System. With our web based hosted software, all you need is a Windows based PC and a high speed Internet connection. There is no need for you or your customers to install or configure software or a complicated server as we maintain the server and software at an IBM Data-

Center. Our hosted solutions allow you to focus on your core business and leave the hassles of software and server management to us. Other benefits include:

- Ability to increase and decrease users as your business dictates
- Cancel at any time with no penalties or multi-year commitments
- Free and continuous upgrades to latest software and operating system releases
- World class security, data backups, system management expertise and disaster contingency plans without huge investments
- A very low total cost of ownership
- An immediate return on investment because of extremely low upfront costs

Conducting and managing your business in real-time.

"The Datatrac solution streamlines our delivery process, reduces time for package delivery and simplifies the paperwork and proof of delivery requirements for both Dunham and our customers."

— Mark Helmke CMO, Dunham Express

eTrac is the connecting point of our solutions for the transportation industry. Whether you are a Courier, Shipper, Freight Forwarder or Freight Agent, eTrac enables you to communicate in real time. eTrac utilizes electronic orders, shipment tracking details, proofs of delivery, invoices and electronic settlement with your trading partners - no more phone calls and faxes. eTrac does it all electronically and in real time from your system to your customer's system or to the Web.

Managing on-demand, scheduled and distribution orders more efficiently - it's about time.

Datatrak

Designed specifically for couriers, messengers and same-day package delivery services, **COPS** is the first and the most widely used software in the industry. Instead of having to call for delivery status, your customers have up-to-the-minute information at their fingertips with the click of a mouse. Dispatchers are able to provide a proactive focus on customer service instead of responding to orders and making phone calls whether they use our traditional PowerTrac module, or our Windows-based dispatch module, eDispatcher. A complete operational application, your business will be run in a hosted environment, with no substantial investment in technology or staff to manage it.

The **COPS Distribution Management** module allows you to handle and deliver high volumes of goods to multiple locations efficiently, accurately and on time. It improves sorting, loading, distribution and tracking of packages from a distribution center or warehouse, utilizing bar code scanning technology alongside electronic business-to-business communication. Signature capture, load, receive and delivery scans, and customized rating and billing are features to help you satisfy the technologically-savvy customer better than your competition. Now, with our real-time update, your customer knows immediately that the delivery was a success and who signed for it.

Communicating data with your drivers in real time.

"Wireless eTrac 2.0 has greatly helped our organization. The real time capabilities and functions of this application have increased productivity and the level of communication with our messengers drastically. With our messengers managing their open orders, from time stamping to updating jobs and sending a signature upon completion, our dispatchers benefit as well. It allows our dispatchers to more effectively manage the distribution of time sensitive orders."

— RDS Delivery

Datatrak's mobile data communications software - **Wireless eTrac** - connect dispatchers and drivers in real time

using cell phones. This cost-effective approach simplifies dispatch communication, improves customer service and boosts the productivity of your entire staff. Drivers have all the pertinent information on their phones, and update the status with a few keystrokes. Real-time communication knocks the competition out of the game.

Having a bird's eye view of the exact location of your drivers.

"Putting all our routes on a map and visually showing vehicle location to our dispatchers opened a whole new world...this automatic vehicle location (AVL) solution has blown the dispatchers away. We've been really pleased with the program (GeoTrac)."

— Hospital Shared Services

Using digital maps and GPS-enabled cell phones, Datatrak's **GeoTrac** 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. Datatrak hosts the AVL solution and maintains the digital maps, reducing maintenance costs while ensuring the most accurate up to date maps. Coming soon, its integration to COPS will allow you to see unprocessed jobs on the map with your drivers, to further knock out the competition.

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.



Datatrak Corporation

200 Hannover Park Road • Suite 200 • Atlanta, GA 30350 • Tel: 770-552-3866 • Toll Free: 800-827-2677 • Fax: 770-552-3880

www.datatrak.com