



# Datatrac

## In freight forwarding, it's all about time... and visibility.

**"The services at integrated express carriers FedEx and UPS have established a technology standard that is so high that fast web-based access to precise information about a shipment is now largely expected by anyone shipping cargo."**

— AirCargo World, February 2004

**T**oday, freight forwarders are faced with a daunting collection of challenges:

- Increased competition as the large forwarders become larger, more versatile and drive margins in the industry downwards.
- Customers requiring real-time visibility and transparency along the supply chain.
- The need to measure performance across multiple products from often different systems using a variety of vendors across air, ocean and domestic transportation.
- Constant pressure to keep headcount down and file count up.
- Daily pressure in keeping customer service response and standards high with less personnel.
- Manually processing payments to multiple vendors and reconciling back to each operational file.
- Lack of accurate information on the performance of your contracted carriers.

At Datatrac, our solutions help freight forwarders beat their competition and match the capabilities of the integrated carriers without spending the billions they did. By integrating freight forwarders with their carriers and providing the web-based services customers expect, Datatrac can significantly improve operations and reduce costs by:

- Significantly reducing the amount of time spent performing "manual communication" via phone/fax.
- Giving operators the ability to address customer service proactively.
- Providing an integrated platform that allows multiple systems to communicate into one repository in real time.
- Streamlining and integrating performance metrics and still have the versatility of generating different metrics as required by you and your customer.
- Providing swifter, more accurate and proactive information back to the customer electronically and create the ability to react to exceptions and challenges in the supply chain to reduce cost and improve agility.
- Improving overall margin to forwarders and aid the delivery of more efficient and versatile value back to the customer.
- Having instant tools to be able to provide your customers with proactive solutions for their supply chain through real time and accurate data.
- Invoicing reconciliation by line item, receiving charges from your vendors electronically and have your system perform the audit process and deal with exceptions instead of consuming valuable operational time.
- Supplying visibility to your carrier's performance.

# Datatrak

At Datatrak we understand the specialized world of the freight forwarder and the value of aligning your systems with those of your cartage agents. Our mission critical business applications are used by hundreds of couriers and delivery agents. That's why we're uniquely positioned to provide a single point of integration that ensures successful collaboration with your entire community of agents. Our implementation staff is with you every step of the way to ensure that the integration is seamless and efficient. In most cases, we can handle the mapping of data to and from your system so that no programming effort is required on your system.

Unlike other options, eTrac is a hosted solution that requires no capital investment, yet it provides unsurpassed power and scalability. Our hosted solutions are maintained in an IBM DataCenter with an uptime rating of 99.999%, assuring you of consistent performance. A partnership with Datatrak means:

- Satisfied customers providing for long term growth and improved margin opportunity.
- Growing your business and reducing your cost base through fewer personnel.

- Creating more efficient communication vehicles back to your customer.
- Being ahead of the information curve and knowing where your customer's shipments are.
- Knowing Datatrak would be watching every update for you ensuring data integrity and accuracy.
- Your operational staff will have more time to focus on proactive customer service, exception management, timely and accurate invoicing, increasing profitability and contributing to a reduction in DSO.
- A streamlined process of paying your vendor's invoices thus reducing over paying, over billing and eliminating manual reconciliation.
- The ability to measure your carrier's performance to your and the customer's criteria, thus improving service delivery and driving cost downwards.

**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.**



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