



Run with the Big Dogs, without paying the price.

In today's transportation industry, the Big Dogs have it all – the systems, the trucks, the technology – and they pay for it. There's a big price tag to having all the bells and whistles, and for smaller companies, it's hard to run at that speed. So how do I look like a Big Dog and not stay on the porch? When your customers ask for electronic communication in terms of shipment alerts and status updates, it's tough to feel comfortable with that technology without an IT staff. And how do you provide web-based tracking to your customers, when you don't have your own techie geek to do it?

Datatrak has been in the business of helping transportation companies look like a Big Dog in terms of technology without the Big Dog budget for 29 years. Their eXchange product allows you to connect to their eTrac network without involving technology resources. All you need is an Internet connection and a PC, and you're all set. The eTrac network has over

400 partners sending data back and forth to each other, and eXchange is the easiest way to connect to eTrac.

Running like a Big Dog

eTrac's partners include many freight forwarders and shippers who have integrated their systems to eTrac. An eTrac partner can send you alerts into eXchange where you accept or decline the shipment, and eXchange sends your response back to the partner. The phone calls and faxes that usually accompany an alert, "I'm sending you a fax", "Did you get my fax?", "Did you accept my alert?", just aren't necessary with eXchange. The time spent not on the phone can improve your staff's productivity, and your peace of mind!



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As you process the alerted shipment, you'll update the details in eXchange. The visibility of your data to your customers sets you apart from the other dogs in the herd. Whether it's direct data integrated with your forwarder's legacy system, or data displayed on a website for their review, you look like a Big Dog.



eXchange Tracking #	Reference #s	Provider	Warehouse	Status
011-1-01-02-01-01	Provider: GUS249179 NAWB: 12345	phx		Dispatched to PO Location
011-1-01-02-01-01	Provider: GUS246799 Customer: SA8990 NAWB: 012-5678 NAWB: 130254800	phx DCI EQUIPMENT, NEWBERG phx EDAG-PORTLAND, PORTLAND		Delivered (PO) - John Johnson
011-1-01-02-01-01	Provider: GUS247048 NAWB: 012345678	phx		Alert
011-1-01-02-01-01	Provider: GUS247001 NAWB: 123456789	phx		Dispatched to PO Location
011-1-01-02-01-01	Provider: GUS248010 Customer: SA8700 NAWB: 012-56789 NAWB: 0704702123	phx BEALS UNLIMITED, BEAVERTON phx EDAG-PORTLAND, PORTLAND		Delivered (PO) - Bob Mackey
011-1-01-02-01-01	Provider: GUS229412 Customer: SA2946	phx ASSOCIATED INDUSTRIES #, NORTH HOLLYWOOD phx EDAG-LAX FACILITY, REDONDA BEACH		OCL - Delivered to Escrow
011-1-01-02-01-01	Provider: GUS229413 Customer: SA2947	phx ASSOCIATED INDUSTRIES #, NORTH HOLLYWOOD phx EDAG-LAX FACILITY, REDONDA BEACH		OCL - Delivered to Escrow

Looking like a Big Dog

Every agent, carrier and courier would like to have their own complete operating system that manages order entry, dispatching, accounting, web-based order entry and tracking. The cost of that sort of system can be prohibitive for some companies. eXchange is a simple-to-use, user-friendly web-based product that helps you look like you have a big fancy system to your partners. It is simple to implement and train, and runs within your web browser, so there's no software to install, and no big learning curve for your staff.

So if you're tired of not being the lead dog, and scenery never changing, try running with the Big Dogs.

Let eXchange help you get off the porch.

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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