

# Unicorn Transportation, Inc.

## CLIENT PROFILE

- Air freight cartage company serving Baltimore/Washington International Airport since 1984.
- Services include cartage, ocean freight and pier services, airport drops, forwarding and storage.
- Handles approximately 160 jobs per day with 14 employees and 20 owner-operators.
- Applications include STATIS®, Wireless eTrac and eTrac®.

## THE CHALLENGES

Keeping pace with competitors implementing automated processes.

Providing customers with real-time shipment statuses.

Managing employee attrition caused by stresses of manual operations.

Fostering company growth and profitability by handling more jobs without increasing staff.

## SUCCESS STORY

Automated all aspects of delivery process including order entry, rating, tracking, driver settlement and invoicing.

Able to offer customers same tracking capabilities as national competitors.

Improved operational efficiency; able to handle 30% more jobs with the same number of people.

Reduced employee turnover.

Enhanced customer prospecting.

# Unicorn Transportation Builds a Foundation for the Future

Unicorn Transportation, Inc. is the most established air freight cartage company serving Baltimore Washington International Airport (BWI). In business since 1984, Unicorn services Baltimore, northern Virginia and Washington D.C. metropolitan areas, as well as the majority of states for hotshots.

As a veteran of the air freight industry, Unicorn founder and president Peter Cotgreave understands what it takes to survive and thrive in this highly competitive business. "Giving great service is no longer enough to keep customers," according to Cotgreave. "It takes leading-edge technology and the ability to use it to respond to customer demands. We didn't want to be left behind."

## The Challenge: Making the Technology Leap

Cotgreave and his team at Unicorn faced two major issues in ensuring the company's future growth and success: 1) manual processes were encumbering day-to-day operations and contributing to frequent employee turnover, and 2) customer demands for shipment information were increasing, putting Unicorn at risk of losing business.

"Our customers are air freight forwarders and distribution companies that rely on up-to-the-minute shipment information," says Brooks Cotgreave, Unicorn's customer account manager. "Their cartage partner's ability to provide real-time status updates has become an absolute prerequisite."

# The Solution: STATIS eTrac, and Wireless eTrac from Datatrac<sup>®</sup>

Unicorn tackled their operational issues first by installing Datatrac's STATIS (Shipment Tracking and Tracing Information System). STATIS software tracks shipments from point of origin to delivery and settlement of charges, with automated ratings being among the biggest benefits for Unicorn. STATIS provides a central source of information accessible by all Unicorn employees, thus simplifying processes and improving customer service.

With STATIS in place to streamline the delivery process, Unicorn was ready to address ways to provide customers real-time tracking capabilities comparable to integrated expeditors. Again, Datatrac provided the answer: eTrac, the first and only independent information exchange network for the expedited transportation industry. Using the Internet, eTrac gave Unicorn the ability to electronically transmit shipping information to customers in real time. Unicorn also implemented Wireless eTrac, Datatrac's mobile communication application that sends data between dispatch offices and driver's web-based cell phones.

## The Results: Unicorn Capitalizing on Momentum

Implementing STATIS, eTrac and Wireless eTrac have proven advantageous for Unicorn in several ways. Not only have they firmly established themselves as a provider of in-demand technological capabilities, they've done so without heavy capital outlays or staff additions. They can now offer customers the same tracking functions as national competitors, and leverage that asset to attract new business. Other positive results include:

- Automation of every step of the delivery process.
- The ability to handle 30% more jobs with same number of people.
- Lower employee turnover and higher morale.
- Improved customer service

## About Datatrac Corporation

Datatrac Corporation is the leading software developer and wireless communications solutions provider for the time-sensitive delivery industry. Founded in 1977 and headquartered in Atlanta, Georgia, the company provides solutions to courier/messenger companies, expedited freight trucking companies and global airfreight forwarders. Datatrac's solutions include COPS and STATIS, the most widely used software applications in North America for the courier and expedited freight trucking industries, respectively; Wireless eTrac, a mobile data application that transmits pickup and delivery information directly from COPS and STATIS to wireless devices; and eTrac, a centralized information service which links shippers and freight forwarders with carriers to disseminate real-time information as shipments move through the transportation chain.

[www.dtrac.com](http://www.dtrac.com)

## STATIS

STATIS addresses every step of the delivery process from order entry to invoicing. Its modular design is flexible and adaptable to your existing work flow.



eTrac is the first and only independent information exchange network for the expedited transportation industry. Using the Internet, eTrac enables cartage agents and freight forwarders to electronically transmit shipping information in real time.



Wireless eTrac puts real-time information exchange capabilities right in your dispatchers' and drivers' hands. It transmits data between your dispatch office and drivers' Web-based cell phones, delivering complete job information and eliminating costly radio wait time.

**GET ON BOARD.  
GET CONNECTED.**

**Want to Know More?  
Call 877-413-8722  
or e-mail [info@dtrac.com](mailto:info@dtrac.com)**

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