



Datatrac®

Press Release

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Mobility Streamlines Distribution for Improved Efficiency

To mark the 15-year milestone in its mobile technology leadership, Datatrac has just released the latest version of its popular *Mobility*™ module. With more independent carriers taking on distribution work every day, the features include in the newest update will help their drivers become even more efficient.

The development focus for this new release centered on improving processes for pickup and delivery. Streamlining those processes allows drivers to be more efficient while helping carriers improve service to their shippers. Usability enhancements include higher resolution for signatures, easier screen navigation and faster bar code scanning speeds. All of these optimizations result in fewer operations for the driver and faster stop completion.

The Mobility communication infrastructure has also been enhanced for increased reliability and speed in marginal coverage areas. Cellular data bandwidth usage has been slashed along with a ten-fold reduction in the volume of data exchanged across the various networks. Carriers using Mobility can reduce their mobile communication bills to the lowest levels in the industry.

In addition, the new release also includes features to support the *Driver Direct*™ program. Officially launched on June 1st, this program is designed to strengthen IC and carrier relationship diversity. Participating drivers will now find it even easier to work with multiple Datatrac empowered carriers.

Raghu Prasad, Director of Mobility, commented on the new release, “Our customers rely on mobile communication technology to help them deliver for their shippers. Efficient and reliable technology is key to boosting both productivity and profits. Our newest release also incorporates the power and flexibility required to win in today’s challenging delivery business markets.”

Mobility is just one part of the best-in-class, cloud-based technology solution offered by Datatrac. This new features and innovations in this milestone release are just the latest proof that Datatrac customers will always have the tools that they need to succeed against the competition.

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 web-based 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.

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