



# Datatrac®

## Press Release

December 10, 2009

## Web Technology Revolutionizes Customer Experience

It's now an established fact that all modern business technology leverages the power of the web. As this revolution progresses, leading solution providers are partnering to offer their customers entirely new ways of doing business. In a move that is already resulting in new efficiencies for their users, SmartIcon Technologies has recently certified its SmartLogin® product for use with Datatrac® Web.

SmartLogin tightens the relationship between couriers and their customers through an innovative use of technology. Providing near-constant branding exposure, an icon displayed on the shipper's desktop helps them connect with their local courier to place online service orders or check shipment status. Creating this high degree of customer loyalty provides the competitive edge that couriers need to attract and retain business in a tight market.

Because *Datatrac Web* allows couriers to determine how their end customers interact with functions like order entry and real-time tracking, the value of this technology partnership extends even further. An easy-to-use web-based interface tailors the customer's experience and makes the power of Datatrac accessible anywhere, anytime. This powerful, cloud computing technology is engineered to ensure that couriers will never again be tied to a particular platform, operating system, server hardware or even physical location. If an authorized user has access to a computer with a web browser, then they will have access to their business operations system.

Kirk Godby, President and CEO of SmartIcon commented, "Separately, the value of these two solutions is extremely high. Paired together, they empower couriers to explore new ways of growing their important customer relationships."

Garland Duvall, Datatrac CEO noted, "Datatrac Web is revolutionizing the way that carriers interact with shippers. Older business systems may allow couriers to get by, but successful business owners are already exploring the new growth possibilities of next generation solutions that put control of the future in their hands. We're very pleased to work with partners like SmartIcon to extend even more value to our mutual customers."

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SmartIcon Technologies LLC is the developer of SmartLogin®, a patent pending 1-Click Login desktop application that allows retailers and service providers to increase online orders and bottom line profits, maximize brand exposure, and achieve greater customer engagement and loyalty. For more information, please visit [www.smarticontechnologies.com](http://www.smarticontechnologies.com)

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 practical technology solutions, Datatrac is revolutionizing the expedited delivery cycle. Learn more by visiting [www.datatrac.com](http://www.datatrac.com) or call 800-827-2677. Follow "[DatatracCorp](#)" on Twitter for the latest news updates.

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