



Datatrac

Making Business Clearer in the Cloud

Doing business “in the cloud” is becoming a way of life these days. Whether making a purchase at an online retailer or balancing a checkbook, it’s increasingly common to use software provided solely as a hosted service offering.

Datatrac® has always been a technology leader and its move to the cloud continues that leadership. The revolutionary *Datatrac Web* solution provides access to operations data—**anytime, anywhere**. With its high availability exceeding that of on-premise server based solutions, it’s no wonder that users are opting to rely on hosted software for their all-important business management system.

Recently, Datatrac completed the migration of its hosted services customers to its cloud-based solution. Using powerful, role-based administration will allow those users to gain more control when determining how their end customers interact with functions like order entry and real-time tracking. Both carriers and shippers will appreciate the freedom to access their data without ever again being tied to a specific platform, operating system or hardware. If an authorized user has access to a computer with a web browser, then they have access to their logistics operations system.

David Norman, VP of Product Management acknowledged this migration as a milestone in the shift of Datatrac technology. “We’re very excited to see our customers utilizing the advanced technology that we’ve developed in order to help them succeed.” He continued, “The move to Datatrac Web is already opening new opportunities for our customers to improve efficiency and better serve their shipper customers.”

Asked about future developments, Norman encouraged carriers to visit Datatrac at the upcoming MCAA Annual Conference and Exposition. “To appreciate the difference that our technology solution can make to your business, you really should experience it firsthand.” Anyone who takes him up on that offer will find themselves looking at the future of business technology for all growth-oriented companies.

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 practical 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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