



Mobitrac Introduces Version 2.0 of Transportation Execution Solution, Adding Enhanced, Patented Real-Time Predictive Modeling and Real-Time Analytics

Mobitrac Inc., the market-leading provider of next-generation transportation execution systems, released Mobitrac 2.0, its flagship software solution. Version 2.0 adds critical patented real-time predictive modeling and dynamic analytic capabilities that expand the scope of transportation execution - from real-time visibility, to management and visibility of future fleet performance.

([PRWEB](#)) May 18, 2005 -- Mobitrac Inc., the market-leading provider of next-generation transportation execution systems, released Mobitrac 2.0, its flagship software solution. Version 2.0 adds critical patented real-time predictive modeling and dynamic analytic capabilities that expand the scope of transportation execution - from real-time visibility, to management and visibility of future fleet performance.

Mobitrac's groundbreaking Mobitrac 1.0 platform increases profitability, ensures on-time deliveries and improves customer service through its real-time data capture and dynamic adaptation of profitable route plans, with recalculated ETAs and stop sequences. Now, based on real-world deployments at some of the largest transportation firms in the world, Mobitrac 2.0 delivers critical new capabilities that provide fleet managers even greater control and visibility of profit-based fleet planning and execution.

Mobitrac 2.0 delivers powerful, patented predictive capabilities and real-time analytics, enabling fleet managers to see into the future and know the exact future locations and financial performance of their entire fleet at any point in time throughout the day. Additionally, with Mobitrac's unique modeling engine, fleet managers are able to perform powerful what-if simulations and predict the future outcomes based upon various business scenarios.

Existing transportation execution solutions offer very limited benefits because they aren't capable of adapting to real-world events, which is critical given that only 30% to 60% of fleet requirements are generally known at the time a route plan is created. In contrast, Mobitrac has both pre-optimization capabilities and the ability to profitably adapt route plans to real-world events that take place the moment the truck leaves the dock. Unlike wireless providers that provide information regarding the current position of a fleet, Mobitrac goes a step further to provide continuous re-generation of profitable route plans and predict the future location and on-time performance of a fleet. It can thus determine if those trucks will arrive on time. In fact, with Mobitrac's new release, they can predict and graphically display the relative positions of all assets, past, current or future.

"We have benefited significantly from the deployment and real-world performance of our Mobitrac 1.0," said Mike Liddell, CEO Mobitrac. "We listened very closely to our customers, which includes the second-largest transportation company in the world, to develop the powerful enhancements in Mobitrac 2.0. We are excited to be able to announce this second major release of Mobitrac, which enables predictive capabilities and real-time analytics. We will continue to work very closely with our growing customer base to ensure we're enabling better fleet performance and profitability, and that our customers continue to keep more than a step ahead of their competition."

Mobitrac delivers a low-risk solution using an on-demand subscription-based model that is hosted and can be rapidly deployed into its customer environments with minimal impact on current business processes, IT



resources or current infrastructure. Mobitrac customers are able to see significant productivity gains in a matter of weeks and a complete ROI in less than 90 days. To reduce the risk even further, Mobitrac provides a free opportunity assessment, where in a matter of days, a potential customer's data can be easily fed into the system to obtain a detailed analysis of available productivity gains.

"On-demand transportation solutions are rapidly being accepted by logistics professionals," said Beth Enslow, vice president of enterprise research at Aberdeen Group. "Aberdeen benchmark research shows that 40% of logistics directors now consider hosted or on-demand models for routing and other transportation software. On-demand models minimize IT requirements and lower the overall project risk."

Mobitrac's transportation execution platform is comprised of a family of sophisticated functional modules and underlying patented predictive models, all designed to work seamlessly together from the time an order is received, until it is profitably executed.

Mobitrac 2.0 key features include:

- Using Mobitrac's drag & drop interface, dispatchers can easily plan and manage route changes such as new orders, moves, cancellations, postponements and more.
- Continuous visibility of fleet. Dispatchers can review the past, see the present, and predict the future of their routes at any point in the day.
- Monitor shipments in real-time and allow dispatchers to adapt to real-world events.
- Patented models provide optimization and model future predictions beyond just sophisticated mathematics. Mobitrac's models also consider each client's unique business rules, such as specific stop time durations, soft and hard windows constraints, maximization of idle times, unique vehicle and driver requirements.
- Leverages wireless location technology to track fleet and capture data in real-time.
- Exception management enables dispatchers to focus their attention on those most critical issues.
- Analytics available during planning, execution, and post analysis.

Mobitrac 2.0 is immediately available with an annual subscription based upon a per truck pricing model.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).