DAT Keypoint

Gaining the Advantage of Complete Visibility

DAT Keypoint Users Can Now Deliver 100% Visibility On All Their Brokered Freight

" *"Our broker and 3PL customers can now offer their shippers 100% visibility, and gain the competitive advantage that goes with that."* "

Steve Blair, General Manager, DAT Keypoint

The Challenge:

With a long list of non-asset based customers, DAT went searching for a solution that would give their customers 100% visibility on all their freight, even on freight run by third party providers.

The Solution:

With scalability that can be deployed on a load-by-load basis, DAT's non-asset based service providers now have a cost-effective solution for delivering real-time visibility on all their brokered freight.

" *"Because the MacroPoint solution can be deployed on a load-by-load basis, our broker & 3PL customers have an extremely cost-effective way to track their loads from pickup to delivery. Through the MacroPoint DAT Integration, our non-asset based customers can now offer 100% visibility, and gain the competitive advantage that goes with that."* "

Steve Blair, General Manager, DAT Keypoint

DAT®

ABOUT DAT KEYPOINT

DAT Keypoint is one of the leading transportation management systems in the industry, enabling intermediaries ranging from start-ups to enterprise-class businesses to run both accounting and operations from a single system.

MACROPOINT BENEFITS

Track any brokered load via the driver's

cell phone

Meet customer tracking requirements

Off-schedule monitoring and

breadcrumb mapping

Easy driver adoption and onboarding

Works on any cell phone, even

flip phones

Deploys in seconds

DAT Keypoint Integrated

For the brokers and carriers, the simple reality is that their customers expect real-time insights on every piece of freight, and they want the peace of mind that comes from knowing where their assets are during transit. The good news is that through the MacroPoint & DAT Keypoint integration, delivering this real-time insight has become an achievable reality.

Built to track any cell phone, even a standard flip phone, MacroPoint enables validated location updates without depending on driver check calls or in-cab tracking hardware. Having gained the freedom to track any load (even a third party driver) DAT Keypoint users can expand their pool of contract carriers while delivering the location tracking insights their customers have come to demand.

"The MacroPoint & DAT Keypoint rollout fulfills an exciting opportunity for our non-asset based customers." says Steve Blair, General Manager, DAT Solutions. Delivering the load-based flexibility to track any freight, even freight brokered by 3rd party carriers, DAT's customers can now offer the promise of 100% visibility – a promise which delivers a decided advantage over competing brokers, 3PLs and shippers.

Improved Operational Efficiency

By using the MacroPoint visibility platform, DAT Keypoint has now eliminated the cumbersome and time-consuming manual step of continuously communicating with carriers to determine truck and delivery information.

Increased Productivity

Shipping point and customer arrival information is now gathered automatically using MacroPoint's geo-fence GPS technology, allowing DAT Keypoint to more accurately evaluate delivery reliability information, and implement optimization measures.

Automated Communication

After developing a proactive notification system for late deliveries, an essential customer need was solved by allowing the ability to adjust their shipping and receiving schedules in order to maintain efficient day-to-day operations.

Reduced Costs

By creating a real-time visibility ecosystem with automated communication, the ability to a create savings oppotunities and optimize resources allowed for the best use of talent, technology and budget within our transportation operations.