

# Omnitracs Active Alert

## Where's my driver? Where's my rep? Where's my merchandiser?

Omnitracs Roadnet Active Alert lets you know!

### Proactive Notification with Active Alert.

Active Alert provides you the functionality to proactively notify customers to the estimated arrival time (ETA) of a delivery or mobile worker. Leveraging projected and actual arrival and departure times, Active Alert allows you to provide instant notification for superior customer service and competitive advantage.

### Active Alert information is accessed by your customer one of three ways:

- A "push" notification, either via text, email message, or automated phone call
- An embeddable web app (code provided by Omnitracs Roadnet) on your website that leverages your existing authentication
- A customer-generated push notification via the embedded app

Active Alert's built-in notification service is highly configurable. Easily create customized messages and push notifications to customers or different constituencies such as sales reps or merchandisers.

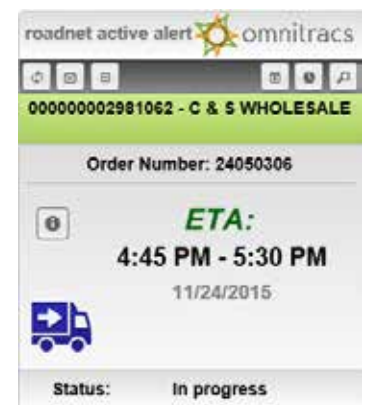
Customize the app to the look and feel of your corporate branding, and tailor it to show only information you want your customer to see, such as:

- Delivery/service date
- Location ID and Name
- Order number
- ETA with configurable "Delivery Band"
- Address
- Order user-defined fields
- Delivery/service status

You'll be able to provide customers with the ability to choose to receive custom notifications in the form of a text, email or phone call for ETA updates, minutes before arrival or delivery confirmation. Based upon the configuration settings you determine, customers have the ability to check order history. Plus, it's all optimized for mobile viewing.

Utilization of Active Alert will undoubtedly lessen "Where's My Order?" tasks by reducing the number of inbound calls and decreasing the number of customer service reps needed to answer calls.

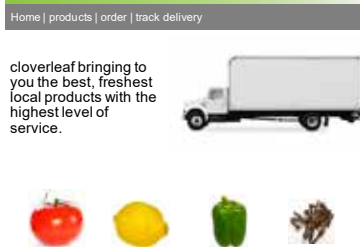
Harness the tracking technology you employ today through the use of Active Alert — it will increase customer satisfaction and exceed your customers' expectations by establishing end-to-end care from order to delivery and/or service confirmation.



# Active Alert keeps you in-the-know

## How your customer experiences Active Alert via the web app:

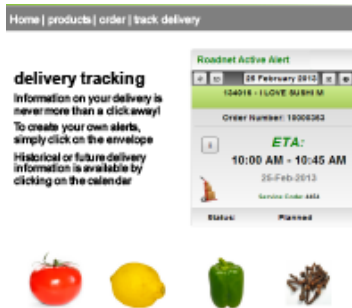
1. Customer goes to your company website
2. Clicks 'Track Delivery'



3. Enters either Location ID or user name/password (based on access method)



4. Delivery information is displayed



## It's that easy!

Active Alert is a win-win for your organization. Not only do you reduce personnel needs to address customer service phone calls, but proactively alerting customers of changes to ETAs also provides a higher level of customer service.

Learn how you can use our applications, platforms, and services to reduce costs, increase profitability, and stay competitive. Visit [www.omnitrac.com](http://www.omnitrac.com) and let us show you how you can save time and money.

## Getting More from Your Technology Investment

The Omnitrac Alliance Program facilitates integration of Omnitrac solutions with other leading companies that provide complementary technologies and services. This program taps into the power of integration in order to best meet the needs of our shared customers.

We offer Omnitrac Professional Services to all sizes of fleets to help you utilize our applications and our partners' applications in the most efficient way. Our assessment, integration, custom development and programming, training, business intelligence, and predictive modeling services deliver practical solutions. This critical information increases your productivity and efficiency, so you can both grow and differentiate your business.

The Omnitrac Services Portal provides access to a suite of web-based fleet management applications, including satellite mapping. Data from the Services Portal can be integrated into your existing enterprise systems.

## About Omnitrac, LLC

Omnitrac, LLC is a global pioneer of fleet management, routing and predictive analytics solutions for private and for-hire fleets. Omnitrac's nearly 1,000 employees deliver software-as-a-service-based solutions to help more than 50,000 private and for-hire fleet customers manage nearly 1,500,000 mobile assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics over 25 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitrac transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

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