



NEWS RELEASE

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**‘OPEN’ TECHNOLOGY HOLDS THE KEY FOR WIRELESS SOLUTIONS
IN COMMERCIAL TRUCKING INDUSTRY**

- Key to Improving Fleet Performance is Choosing Right Technology and Vendor -

Downers Grove, IL, February 2, 2004 – Speaking to an audience of technology leaders at the 2nd annual [EyeForTransport Wireless & Mobile Technology for Trucking & Delivery Fleets conference](#) in Atlanta, GA, January 28, Marc Mitchell, Transportation Practice Director for Enterprise Information Solutions, Inc. (EIS), and Conference Chair, said the trucking industry is positioned to significantly benefit from the many advances in wireless and mobile technology available today.

“For most of the 15 years wireless technology has been available, it has come as a proprietary and closed offering when presented to the transportation industry,” said Mitchell. “Today, however, an increasing number of transportation operations are rethinking their approach based on a new generation of wireless technologies that leverage a much wider audience of users but are still capable of addressing the specific needs of the transportation industry. When no longer faced with only proprietary options, these new solutions mean measurable ROI that did not previously exist.”

Mitchell said that when choosing the right wireless technology, however, fleets and independent truckers must consider a thorough range of issues that need to be addressed in order to meet their specific business models. “A wireless solution that works for one company, doesn’t necessarily work for another,” he said. These issues include:

- Understanding your specific business requirements and types of data you need to capture and transmit such as dispatch and delivery times, as well as routing
- Identifying tasks you need performed in the field such as inventory control and shipment confirmations
- Putting in place shipment tracking and exception reporting functions, as well as DOT HOS and IFTA events and reporting, Geo-location software and costing structures and driver pay events

“Increasingly, users and vendors must look to ‘Open Systems’ technologies for on-board computing solutions,” Mitchell told the group “But take care. The idea of ‘Open Systems’ technologies is not new, but it is often misunderstood. While many IT vendors lay claim to the title of ‘Open’ through their compatibility with other products, this is simply not what is meant by the term. The true meaning of ‘Open’ technology is a system that is built to a previously existing public standard and one that has equivalent solutions from multiple vendors – not restricted to a single, often costly vendor.”



It is from this definition, said Mitchell, that the main financial justification for the use of “Open” technology solutions emanates. Just as individual consumers have benefited from rapidly increasing capabilities and new innovations for their wireless needs all in a market of steady (or even falling) costs, so too can the same benefits be realized by the commercial trucking industry. In fact, the benefits may be even greater given the fact that transportation users stand to gain an even bigger return on their investment since these increasing capabilities mean more than just clearer calls home and the ability to check email or play games over the net from their mobile phone. For operations that can make use of it, these technologies mean better service to their customers, more efficient routes and less miles driven by their equipment and fewer hours in the back office hand entering what can now be captured faster and more accurately in the field when and where the events take place.

Another impact of this commodity-based technology is the transformation of the landscape of how on-board computing (OBC) is brought to users within the commercial trucking industry. Prior to the 1990s, OBC solutions had to address all components of the mobile computing process, given the sophistication of the technology at that time, yielding a clear separation between the transportation management system (TMS) and the OBC domain. The result produced a series of proprietary vendor offerings, some satellite-based, which proved to be too expensive for many in the trucking industry. “Today,” said Mitchell, “the combination of wireless communication and the Internet have joined to become just another flavor of WAN TCP/IP connection that enables the integration of the responsibilities of the TMS and OBC applications via hand-held mobile devices. The distinction between TMS and OBC domains is quickly becoming obsolete, with mobile functionality being a piece, like any other, of the entire Enterprise Transportation Management System (ETMS) application. The result will be that more and more commercial trucking firms will turn to this ‘Open System’ commodity application that utilizes inexpensive mobile communications technology to perform all necessary trucking functions, including GPS, in an extremely price competitive manner and leveraging the economic forces at play in the consumer market.”

About EIS

Enterprise Information Solutions, Inc. (EIS), headquartered in Downers Grove, Illinois is systems integration and computer-engineering firm dedicated to deploying cutting edge technology solutions based on Open Systems and Open Source components. Founded in 1994, the EIS Transportation Practice focuses on solutions related to the specific challenges of the transportation and logistics industry and has participated in the development and implementation of many high profile projects for some of the biggest names in the business. More information is available at: www.eisolution.com/transportation.

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