



The Importance of Mobile Technology and How to Use it to Manage Your Trucking Business

**Keith Whann, CTO
TruckSuite**

Just Drive!

TODAY'S OBJECTIVES

- Turn the trucker's mobile phone into a mobile office.
- Keep the trucker in the truck and the truck on the road.
- Help truckers break down barriers of entry to the business.
- Leverage technology to enable truckers to “Just Drive”.

The problem with aiming at the wrong target is, sometimes you hit it!

Keith Whann, 2005



THE MOBILE PHONE


Phone: A device by which sound (such as speech) is converted into electrical impulses and transmitted (as by wire or radio waves) to one or more specific receivers.

Mobile: Capable of moving or being moved.

KEITH'S FIRST MOBILE PHONE CIRCA 1987



Trucker's Use of Mobile Apps

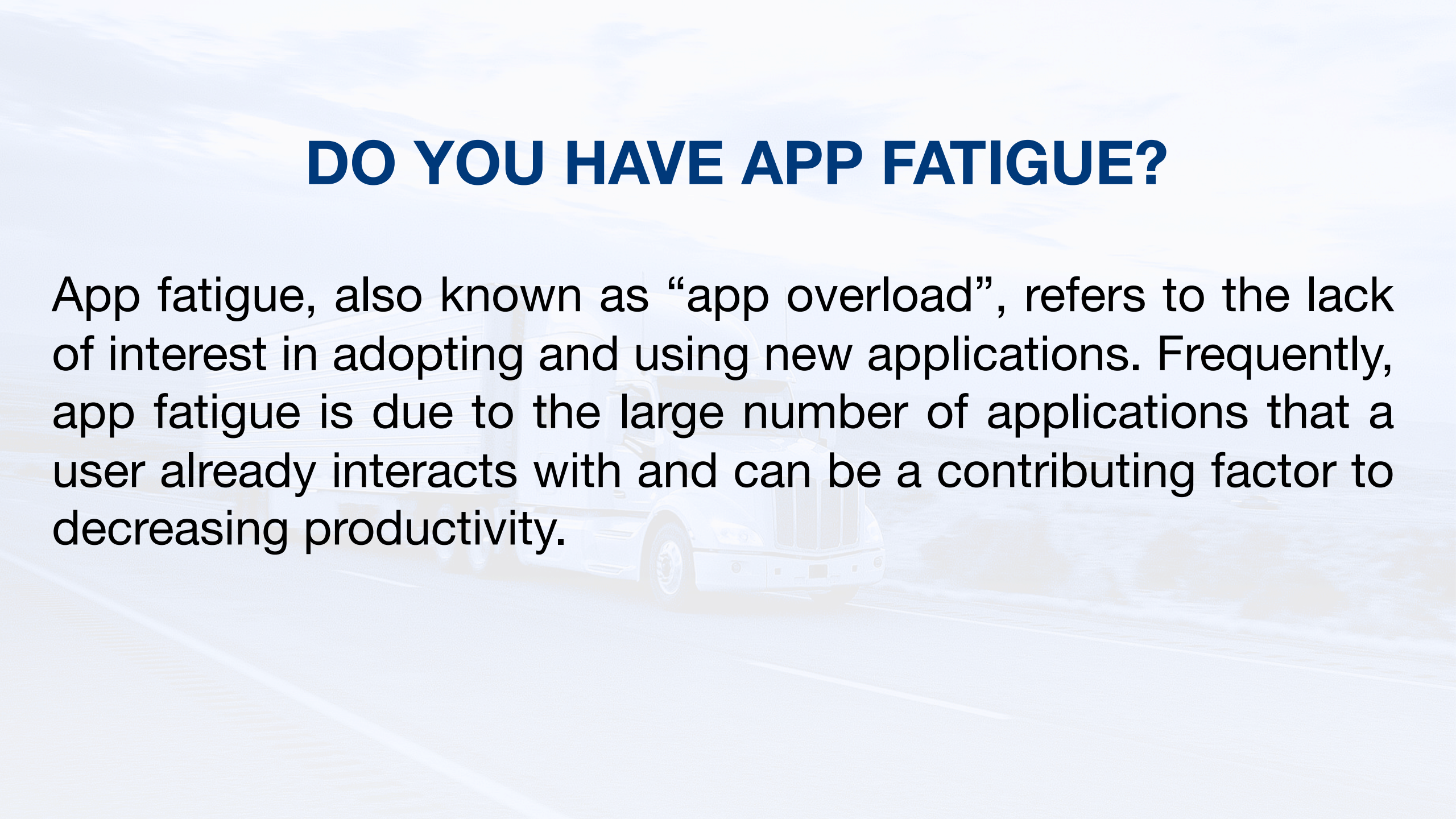
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- Navigation and GPS
 - Traffic & Weather
 - Route Optimization
 - E-Logs & Compliance
 - Communication
 - Entertainment
 - Load Securement
 - Document Scanning
 - Maintenance Tracking
 - Financial Management
 - Expense Tracking
 - Access to Services
 - Toll/Weigh Station Bypass
 - Rest Area/Amenities Locator
 - Health & Wellness
 - Increased Productivity

WHAT APPS ARE ON YOUR PHONE?



DO YOU HAVE APP FATIGUE?

App fatigue, also known as “app overload”, refers to the lack of interest in adopting and using new applications. Frequently, app fatigue is due to the large number of applications that a user already interacts with and can be a contributing factor to decreasing productivity.

A white semi-truck is driving on a road that stretches into the distance. The background features a range of mountains under a clear sky. The overall scene is bright and clear, with the truck's motion slightly blurred to suggest speed.

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If You Don't Know Where You're Going:

Any Road Will Take You There.

George Harrison, 1997



TECHNOLOGICALLY SPEAKING JUST D.R.I.V.E.

- Determine – your current capabilities.
- Review – your needs, wants & desires.
- Investigate - options, opportunities & solutions.
- Verify – providers, products & services.
- Execute – your plan.



QUESTION & ANSWER

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