Business Just Got Easier For Mid-Sized Freight Carriers, Forwarders and Logistics Companies

Released on: May 14, 2008, 4:48 pm

Press Release Author: **ADi Data International Inc**

Industry: Transportation & Logistics

Press Release Summary: SmartBOL Online, an innovative hosted solution, gives shipping companies an opportunity to offer comparable customer service to larger competitors while reducing operations cost and routing errors.

Press Release Body: Piscataway, NJ (May 15, 2008) – While large freight carriers, third-party logistics companies and freight forwarders already benefit from offering online shipping tools to their customers on their website, the development and upkeep of these systems can be exceedingly expensive for small to mid-sized service providers. This lack of real-time shipment data in digital form paired with manual data entry increases operating costs and adds routing errors.

However, another small company might have solved the problem of non-automated processes for mid-sized freight transportation service providers. **ADi Data International Inc.**, an IT solution provider specializing in shipping systems, has developed **SmartBOL Online**, a new hosted application that will improve if not revolutionize the way many shipping companies do business.

SmartBOL Online embeds into service provider's website and acts as a shipping system that allows their customers manage their shipping activities online. This system creates plain paper straight and VICS bill

of lading forms, shipping manifests, shipping labels, while also maintaining customer's shipping history and databases of shipping addresses and shipping commodities. It also transfers shipments data to service provider's computer systems to help the automation of other systems.

"This is a great service for any sized freight transportation service provider," said **ADI International Inc. President Abhay Raut.** *"They can put this service on their website for a small monthly subscription without spending large amounts of money on development, maintenance, or support."*

By automating processes and therefore reducing errors, **SmartBOL Online** could be a significant step in the direction of reducing operating costs, increasing customer satisfaction and creating customer loyalty. More than that, **SmartBOL Online** will give smaller companies the tools to compete successfully in larger markets.

For more information, please visit **www.SmartBOL.com** or call 1-888-701-5005.

About ADi Data International Inc: Founded in 1998, **ADi Data International Inc** is a privately owned company with offices located in Piscataway, New Jersey. **ADi develops Microsoft® Windows** and Web based shipping systems for shippers and freight transportation service providers.

Contact:
Abhay Raut, President
ADi Data International Inc
pr@ adiinc.com
(732) 981-0444

Web Site: http://www.smartbol.com

Contact Details: 255 Old New Brunswick Rd
Piscataway NJ 08854
pr@ adiinc.com