

Introduction to SiteTrax.io Intelligence

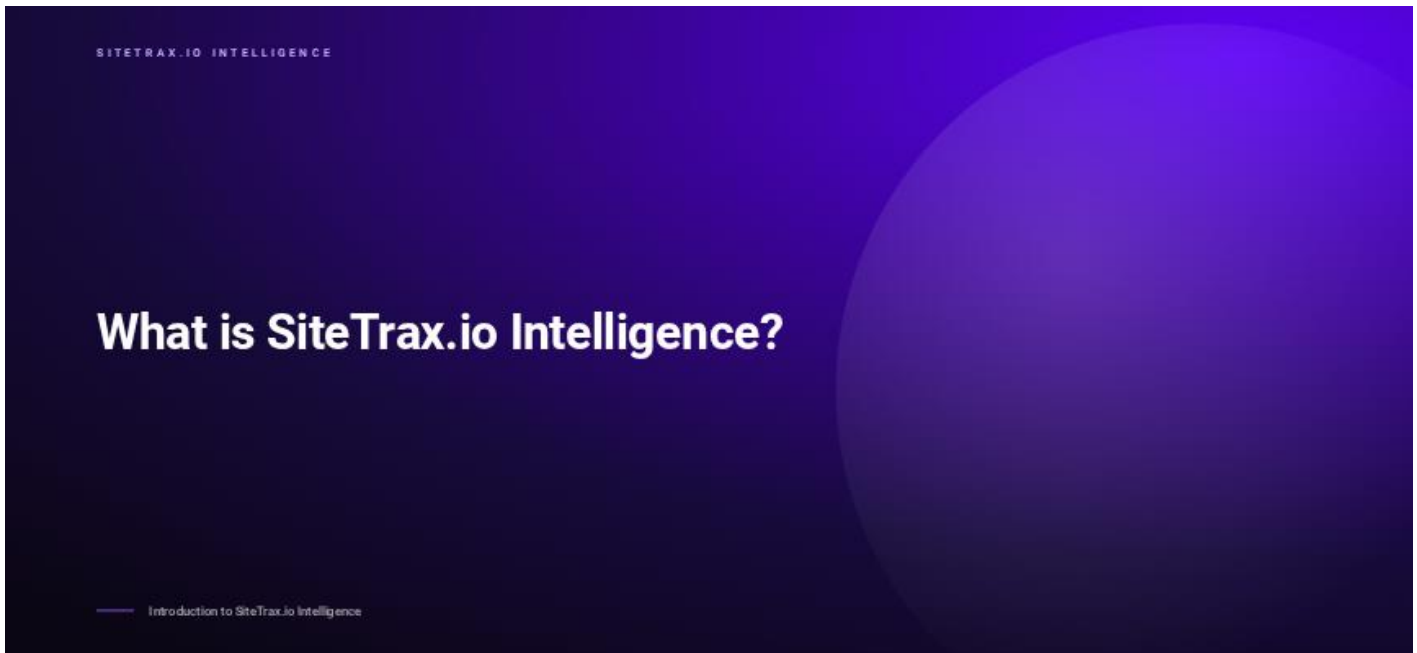
SiteTrax.io Intelligence is the intelligence layer of SiteTrax.io. It turns the gate, yard and ramp activity SiteTrax.io already captures into answers an operator can act on.

This book explains what Intelligence is, why it matters to a working operation, and how it uses the trusted observation record underneath it. It covers the profile that tailors Intelligence to your priorities, the coverage review that shows where capture is missing, the features available today, and the current roadmap position.

Start here if you are new to Intelligence or deciding whether to roll it out, then continue to Getting Started.

- [What is SiteTrax.io Intelligence?](#)
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What is SiteTrax.io Intelligence?



SiteTrax.io Intelligence is the layer of SiteTrax.io that turns captured yard and gate activity into answers you can act on. It is the current SiteTrax.io experience at app.sitetrax.io, and it replaces the legacy service portal.

What it does

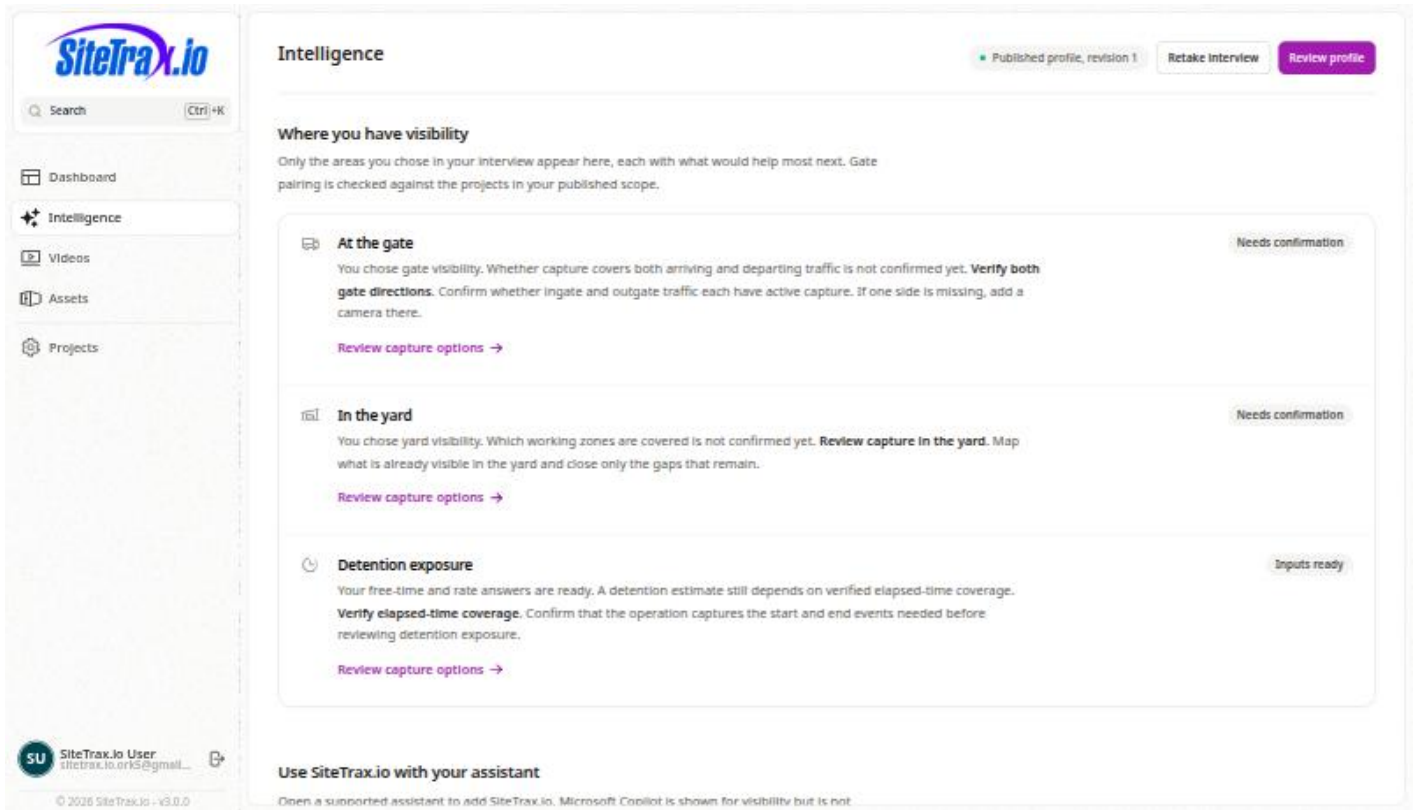
SiteTrax.io captures what physically happens at gates, yards, ramps and docks. Cameras and capture apps read the identifiers on containers, chassis, trailers and trucks, and store each reading with a timestamp, a direction, a project, a processing status and an image.

Intelligence sits on top of that record and does three things.

- **It holds a profile of your operation.** An eight-question interview captures the work you do, what you are trying to accomplish, where you need visibility, what your gaps cost you, and how much explanation you want back. The answers are published as a profile revision.
- **It reviews your coverage.** Intelligence compares the areas you said you care about against the capture you actually have, and tells you what would help most next.
- **It connects your assistant.** The same authorized data is made available to ChatGPT, Claude and other MCP-compatible assistants, so an operator can ask an operational question in plain language instead of building a query.

Where to find it

Sign in at app.sitetrax.io and select **Intelligence** in the left navigation.



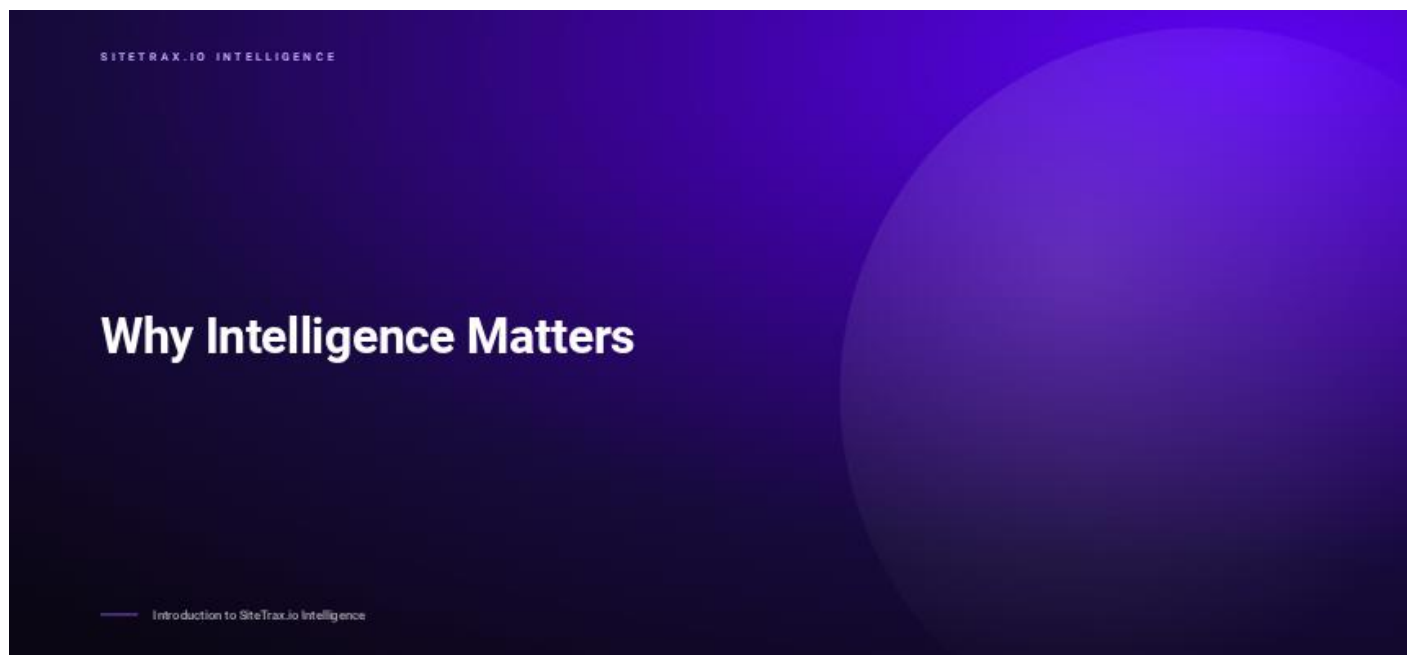
The Intelligence item appears in the navigation once a profile has been published for your account. Until then, the profile interview is the entry point. See [Accessing SiteTrax.io Intelligence](#).

What it is not

- **It is not a second copy of your data.** Intelligence reads the same SiteTrax.io records the rest of the application uses. There is no separate warehouse to reconcile.
- **It does not replace the SiteTrax.io record.** SiteTrax.io remains the system of record. Every answer traces back to a stored observation with an image, a time and a project.
- **It is not a forecasting engine.** Intelligence reports what was observed and the intervals between observations. It does not assert why an interval happened.

Documentation that referred to `service.sitetrax.io` describes the retired portal. The current application is `app.sitetrax.io`.

Why Intelligence Matters



Most yards already have the data needed to answer their hardest questions. What they lack is a way to get at it quickly enough to change the outcome. Intelligence exists to close that gap.

The problems it addresses

Everyday problem	What it costs	What Intelligence changes
Nobody can say where a unit is without walking the yard	Labour, delay, and a customer waiting on the phone	The last observation of an identifier is a single lookup, with the image attached
Detention is billed and there is no way to check it	Charges paid that were never verified	Observed gate-in and gate-out times give a measured interval to compare against the invoice
A dispute comes down to one party recollection against another	Write-offs and damaged relationships	A timestamped image of the unit at the gate settles the question
A KPI report takes a day to assemble	Reporting effort that crowds out operating	Totals and breakdowns are calculated on the server and returned on request
A camera stops producing and nobody notices for a week	A blind spot in the record exactly when it is needed	Volume gaps and camera health surface as exceptions

Why trusted data is the point

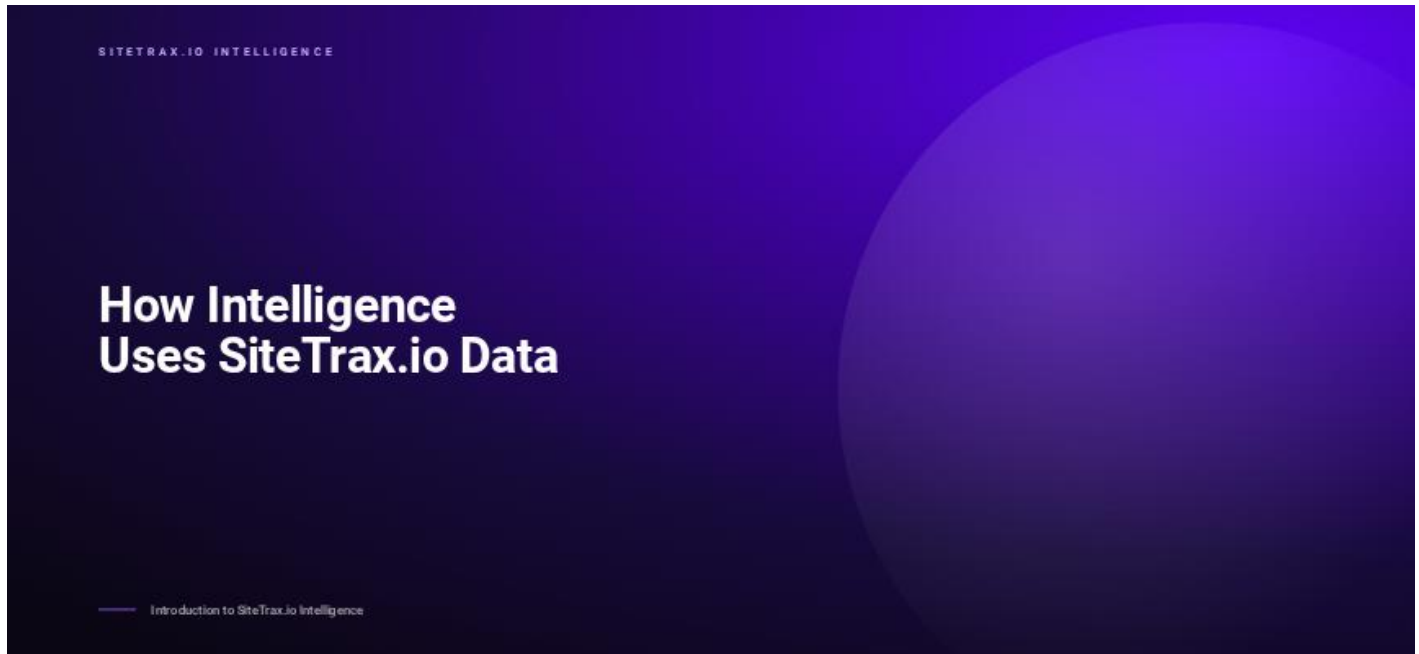
An assistant is only as good as what it is allowed to read. Intelligence is built on observations that were captured by equipment you control, at sites you operate, with an image behind each reading. That is what makes an answer usable in a dispute or an invoice review rather than merely interesting.

It also means the honest answer is available. When the observations needed for a calculation are not present, SiteTrax.io reports the limitation instead of estimating around it.

Who gets value from it

- **Gate staff** confirm what came in and what left, and in which direction.
- **Yard supervisors** see what is on the ground and what has been sitting.
- **Customer service** answers a location question without leaving their desk.
- **Operations managers** compare volume and dwell across sites and periods.
- **Finance and executives** get counts they can defend, drawn from the same records the yard works from.

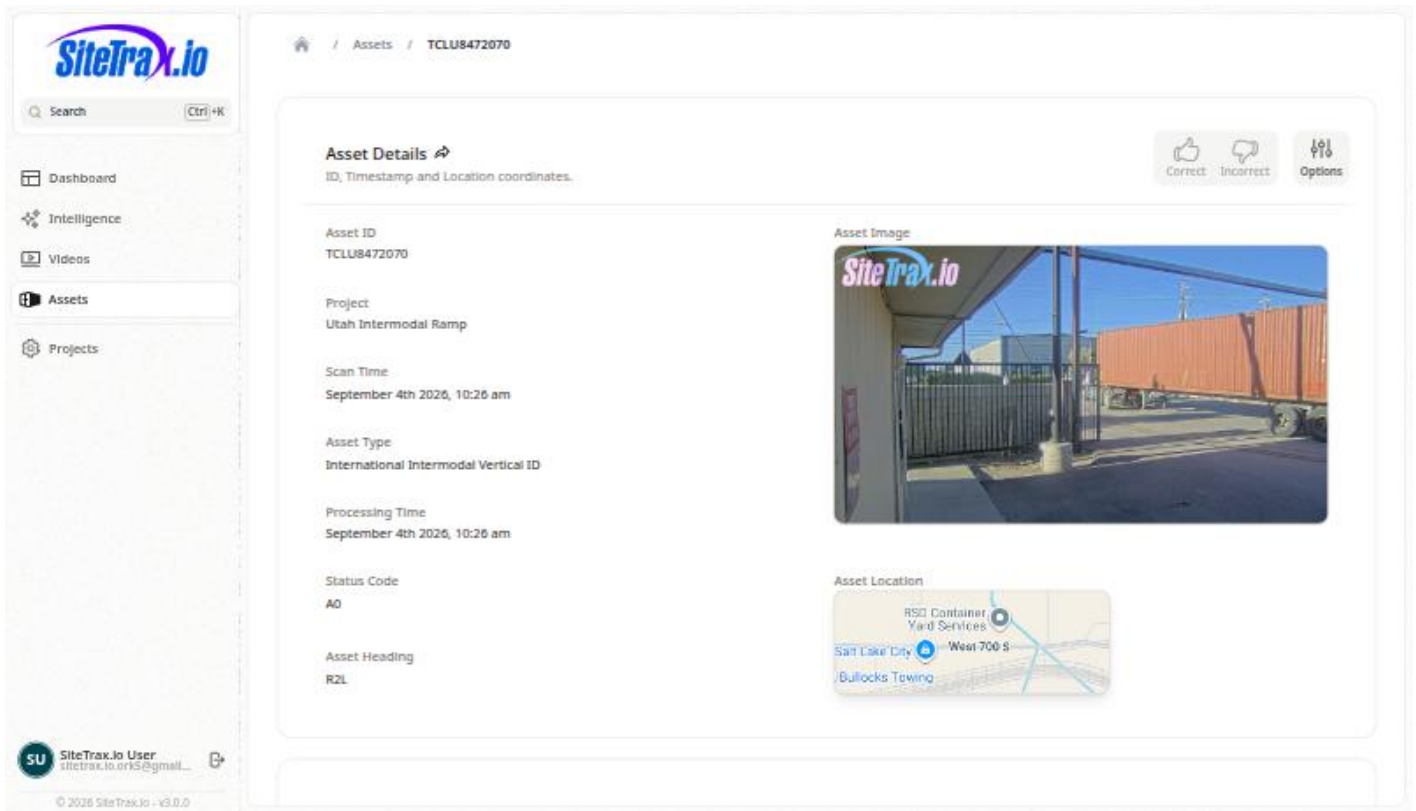
How Intelligence Uses SiteTrax.io Data



Intelligence does not hold its own copy of your operation. It reads the records SiteTrax.io already stores, applies your published profile as context, and returns results scoped to the projects your account is permitted to see.

The chain from camera to answer

1. **Capture.** A camera or capture app records video at a gate, in a yard, or on a route.
2. **Processing.** SiteTrax.io reads the identifiers in that video and stores each reading as an asset record with a status code.
3. **The record.** Each record carries the identifier text, the asset type, the project, the scan and processing times, direction of travel, camera, coordinates where available, a confidence value, and a link to the image.
4. **Intelligence.** Your published profile supplies the operating context. Aggregations, sequences and exception checks are calculated on the server.
5. **Delivery.** The result is shown in the application, or returned to a connected assistant through the MCP server.



How to read an asset record

Reading these records correctly matters more than any single feature, because a misread record produces a confident wrong answer.

- **One record is one stored processing result.** It is not guaranteed to be one physical asset or one direct observation. Where container and chassis processing are combined, SiteTrax.io can add a synthetic row for the paired side.
- **Identifier text is only usable when it is real text.** Blank values and placeholders such as a single dash are not equipment identifiers and must not be treated as one.
- **Status code and asset type must be read together.** A processing status describes the outcome of reading the image. It is not by itself a statement about the physical condition of the unit.
- **Counts mean what they say.** A count of records is not the same as a count of distinct units, and a count of distinct identifier values is not a guarantee of distinct equipment.
- **Direction is configuration-dependent.** Entering and exiting reflect how the site and its cameras are set up.

Your profile as context

When you publish the profile interview, SiteTrax.io stores an immutable revision and generates a short working brief from your answers. That brief is what an assistant receives as context: your role, your priorities, the costs you flagged, the sources you already have, and the response style

you asked for.

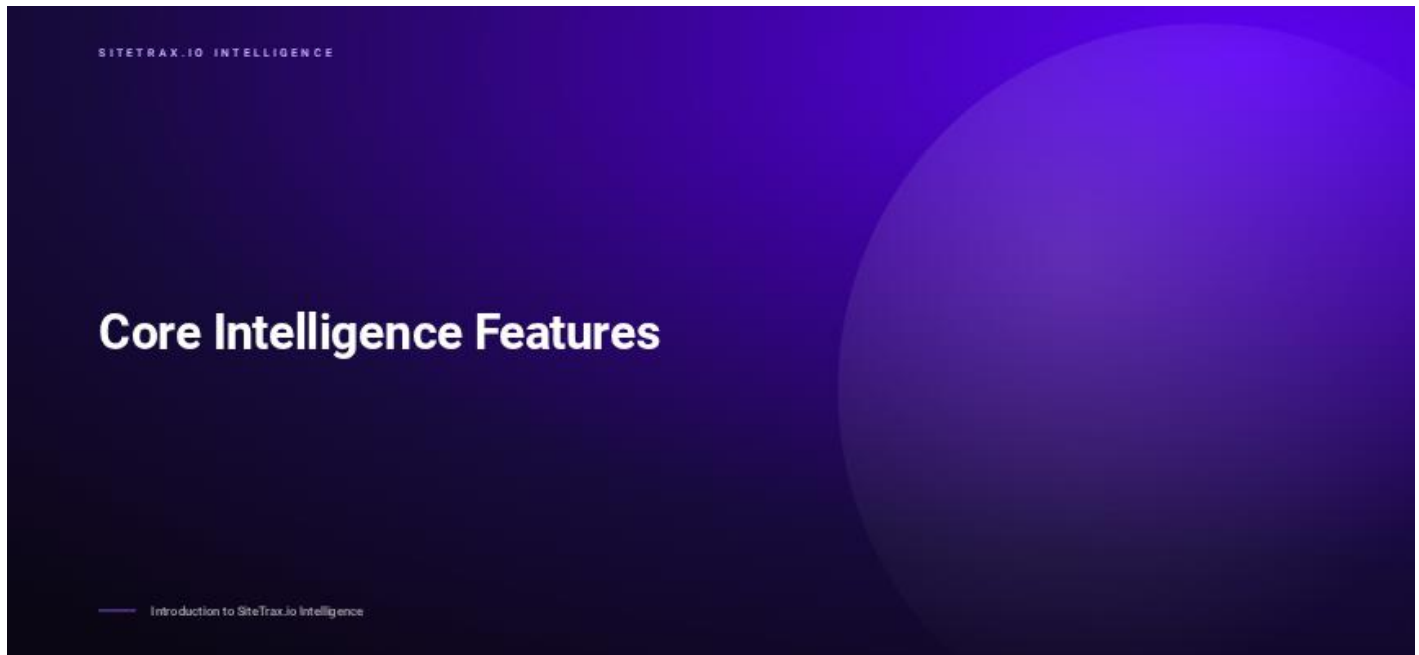
Custom AI instructions are stored alongside the revision rather than merged into the brief. Your answers are customer-supplied context, not independently verified operational evidence, and SiteTrax.io treats them that way.

Scope and permissions

Every request is limited to the projects shared with the authenticated account. Connecting an assistant does not widen SiteTrax.io permissions. If a project has not been shared with you, it is not in scope for the application or for an assistant acting on your behalf.

The profile belongs to a specific user account. If you publish a profile in the application but connect an assistant using a different SiteTrax.io account, that assistant will not see the profile. Use the same account on both sides.

Core Intelligence Features



The features below are what SiteTrax.io Intelligence provides today in the application at app.sitetrax.io and through the SiteTrax.io MCP server.

Profile interview

Eight questions that establish who you are, the work you do, what you are trying to accomplish, where you need visibility, what other data you hold, what your gaps cost, any operating numbers you know, and how much explanation you want in a response. Question seven adapts to the cost areas you selected, so a yard that flagged detention is asked for free time and rate.

SiteTrax.io

✓ Who are we talking to?

What do you do most days?

✓ What are you actually trying to get done?

✓ Where do you need visibility?

✓ What else do you already have?

✓ What costs you the most?

✓ Add any operating numbers you know.

✓ How much do you want to read?

Let's setup your profile!

Welcome to SiteTrax.io Intelligence! We're excited to help you explore what is happening in your yard, understand what requires attention, and take action with greater confidence.

Question 2 of 8

What do you do most days?

Choose the work that is closest to your day-to-day responsibility.

Run a gate
Trucks in and out, keeping the lane moving

Run a yard
Where things are and what has been sitting

Answer customers
Finding one unit and answering quickly

Watch the numbers
Volume and cost, month to month

Back Continue

Saved Exit

Published profile revisions

Publishing creates an immutable revision. You can reopen and republish without replacing the history, and your published profile stays active while an edit is in progress. Only answers you explicitly confirmed are included; account-prefilled display values are not silently promoted into stored facts.

Working brief

A short backend-generated summary of the published answers, stored with the revision and supplied to connected assistants as context. Custom AI instructions are stored separately from the brief.

Coverage review

The Intelligence hub lists the areas you said you need visibility in and states what would help most next, with a status on each card. Gate pairing is checked against the projects in your published scope.

Assistant connections

Direct entry points for opening the SiteTrax.io app in ChatGPT and for adding SiteTrax.io as a custom connector in Claude. See [AI Integrations](#).

Operational data surfaces

- **Dashboard** for volume, asset and scan totals over a period and project.
- **Videos** for the recordings behind the readings, with the asset count found in each.
- **Assets** for the gallery of readings, with an exceptions filter.
- **Projects** for site configuration, user access and integrations.

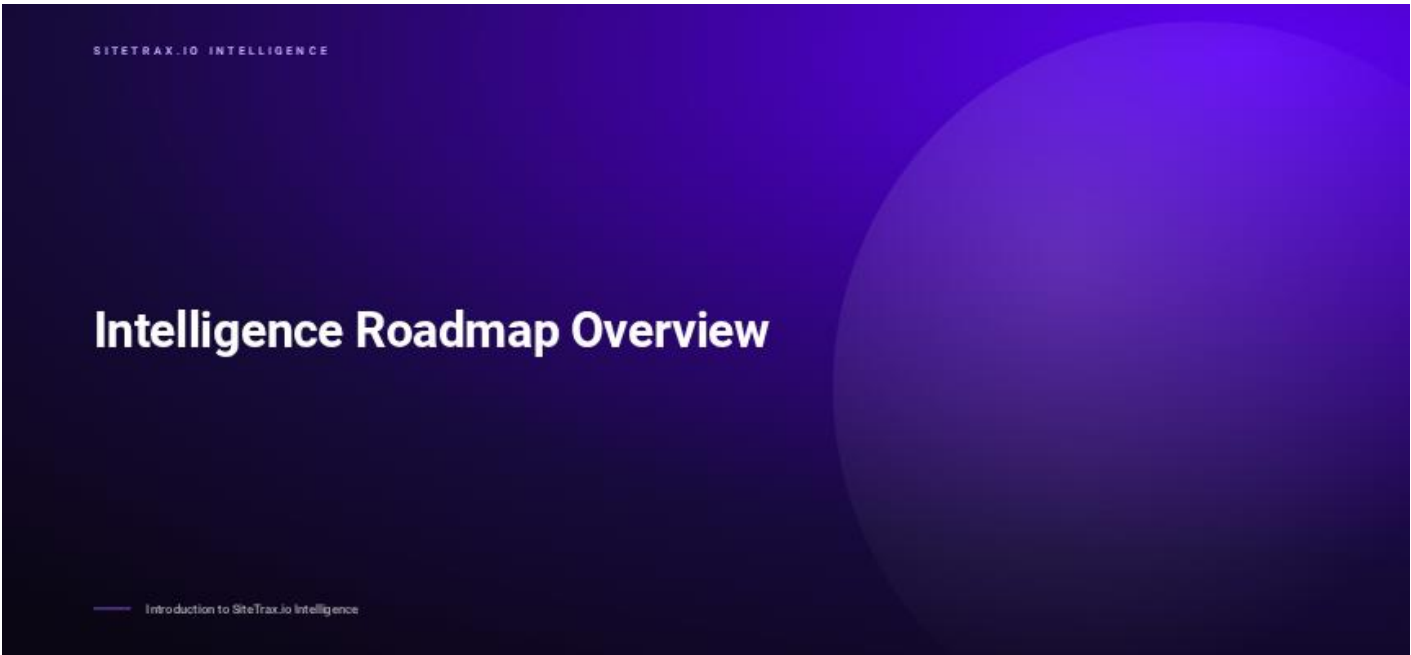
Record feedback

Each asset record can be marked correct or incorrect from its detail page, which is how operators tell SiteTrax.io that a reading does not match the image.

Server-side analytics

Counts, groupings, sequence analysis and anomaly checks are calculated by SiteTrax.io rather than by the client. An assistant does not need to download raw records to answer a question about volume or dwell.

Intelligence Roadmap Overview



This page records only what SiteTrax.io currently states about work in progress. It is deliberately short. Items are added here when they are announced in the product, not in advance of that.

In build

Item	Status shown in the application	What to do today
Microsoft Copilot connection	Listed on the Intelligence hub as coming soon. The application states the SiteTrax.io connection for Copilot is still being built.	Use ChatGPT or Claude for assistant access in the meantime. See Supported AI Platforms .

Available now

The profile interview, published revisions, the coverage review, and the ChatGPT and Claude connections are all available today. They are documented in [Getting Started](#) and [AI Integrations](#).

How this page is maintained

Roadmap statements age badly, so this page carries no dates and no unannounced items. If you need a commitment on timing for a specific capability, contact SiteTrax.io rather than relying on documentation.

If you are reading this page and the application no longer shows Microsoft Copilot as coming soon, the connection has shipped and this page is out of date. Please report it.