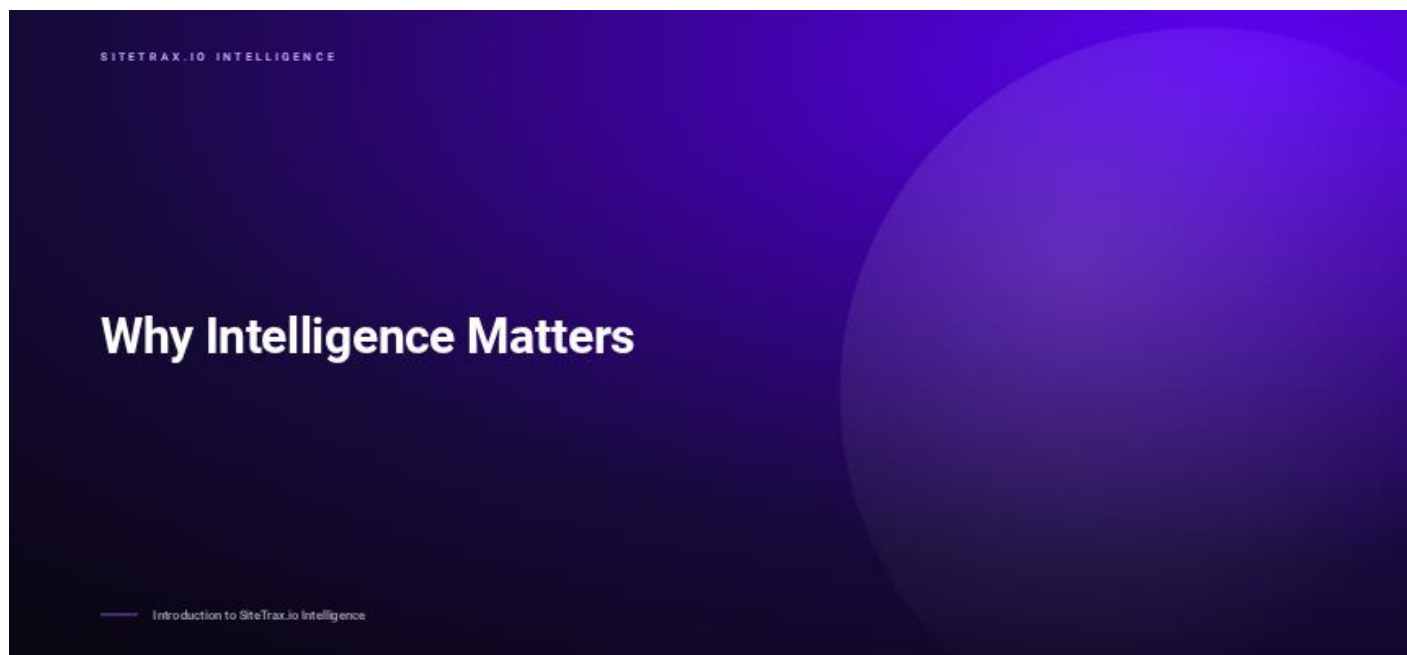


Why Intelligence Matters



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.

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