

# Cloudberry™ — A Great Catch for Morey's Seafood



## WHERE'S MY FISH?

Morey's Seafood International, LLC, is one of the country's largest fresh fish and seafood distributors. Fast, efficient delivery is a must in the fish business, but once Morey's drivers left the warehouse, location updates were hard to come by. Using cell phones was expensive, and drivers' reports were not always accurate.

## Wireless Vehicle Tracking and Messaging Solutions for Fleets of all Sizes



Start with TerraTrak™  
Terrestrial GPS/AVL  
Tracking System

+



Add a Pocket PC  
for TerraTrak+™ with  
2-Way Messaging

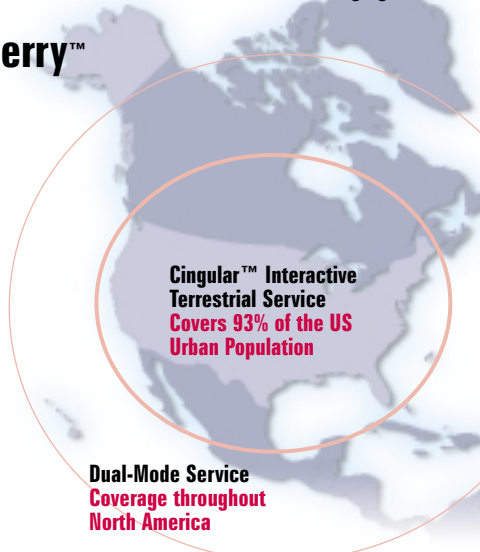
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Add a Cloudberry SatCom  
Terminal for DualTrak+™  
with Dual-Mode Tracking  
and Messaging

### Introducing cloudberry™

- Low cost, simple to buy, install and use
- Complete out-of-the-box solution: hardware, software and maps, ready to track
- Personal and company Internet e-mail
- Integrated with ESRI's ArcLogistics™ Route (ALR) – display and status ALR routes, export routes directly from ALR
- Linear deployment costs – start with pilot, equip an entire fleet
- Monthly service plans – fixed cost, no long-term contracts required



ESRI  
Technology  
AUTHORIZED  
DEVELOPER



Visit us on the Web  
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nearest reseller.

[www.cloudberry.com](http://www.cloudberry.com)  
1-866-cloudberry (1-866-256-8323)

## CLouDBERRY™ + ARCLOGISTICS™ ROUTE

In Fall 2000, Morey's implemented ESRI's ArcLogistics™ Route to provide daily delivery routes to each driver. By adding Cloudberry's TerraTrak™ GPS tracking system, dispatchers and sales personnel can now get real-time driver location information at their desktop PCs. When customers call to ask, "Where's my fish?" Morey's dispatchers can give them an accurate delivery time.

The Cloudberry system is the only product on the market that can import ArcLogistics' planned routes, allowing dispatchers to view a truck's assigned route with an overlay of the actual path driven. Off-route or unauthorized activity is easily detected.

## THE RESULTS

Since installing Cloudberry with ArcLogistics™ Route, Morey's average load per vehicle has increased over 30%, and their local delivery fleet of 28 trucks is now down to 23 (an 18% decrease). According to Elliott Culp, Morey's Operations Manager, "We now have the tools we need to effectively route and accurately audit driving activity, and control labor hours. Customer satisfaction is at an all-time high, and in this economy, that's great news."

For more information, visit [www.cloudberry.com](http://www.cloudberry.com), or call toll free 1-866-256-8323.