



Press Release

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Shutl integration supports emerging marketplace

Datatrac is pleased to announce a complete integration for eTrac-enabled carriers with San Francisco and London based Shutl. Shutl offers a rapid fulfillment service that connects online retailers with local same-day couriers. While the company is best known for offering delivery of online shopping orders in 90 minutes or less in the London metropolitan area, they are currently launching a similar service in San Francisco.

Shutl connects and coordinates online shoppers, street-level retailers and independent couriers to provide same-day delivery of purchases. With the aid of GPS, customers track the progress of their order from the store to their home in real time. Shutl is an easy to use service as it is offered as a delivery option within the retailer's online shopping cart, not as a stand alone web destination.

Datatrac's EVP of Business Development, Danny Barfield says "Shutl's business model is one we are beginning to see in multiple places. Same day residential delivery is clearly a growing opportunity for Datatrac carriers and we're always on the lookout for ways to help our clients succeed. With Shutl's concept proven in the UK, we're looking forward to watching them expand their business into large metropolitan areas in the United States. Because of Datatrac's recent full integration with Shutl, we can ensure that our eTrac clients and ultimately our nationwide network can easily become part of the Shutl service and benefit from this emerging trend."