



CONTAIN THE COMPLEXITY



#TruckersGotThis has been a trending topic in the social media world since the beginning of the COVID-19 pandemic. Why? Because truck drivers have always been the dependable, hardest working labor force in the nation since Alexander Winton built the first rig in Cleveland in 1898

We at BT Mack believe that the driver today deserves the highest level of customer service, respect, and appreciation for what they do for our nation, and this extends to their comfort and convenience in the Truck Stops and Travel Plazas they depend on.

WE CAN HELP OWNERS TODAY

REDUCE UP TO 50%

AVERAGE MONTHLY EXPENSES

Reducing expenses now, while maintaining critical infrastructure, staff, and productivity is the goal of every business owner out there dealing with the new obstacles of today

BT Mack has years of experience working with truck stop and travel plaza owners to reduce their monthly expenses by up to 50%.

We do this by evaluating your current network, your agreements with service providers and vendors and hardware/infrastructure investments. Through our vast network of partners and carriers, we are able to offer plans and technologies at significantly reduced prices.

While we focus on cutting your costs and getting your truck stop through these difficult times, we are also optimists.

We'll be ready as soon as you are to begin re-investing those savings into your business. Our customers are able to add new capabilities, new services and sources of revenue with the savings we deliver.

Our truck stop customers have consistently seen a full return on their investment within 10 months. So in under a year, our customers reduce their monthly IT related expenses by half, increase their internet speed by 100X, with updated and extended WiFi, and if that isn't enough, they also have new phones.



CONSISTENTLY SEEN RETURNS WITHIN 10 MONTHS



Almost 90% of our customers are in constant growth mode, while the other 10% are happy with the size and scale of their operations. Of the 90% wanting to expand, they all elect to reinvest the savings we create into their business.

Examples include: new artificial intelligence video monitoring solutions that allow you to analyze and predict where and when your drivers will need service, cloud-based surveillance systems making it possible to view all of your cameras from any device, and monetizing WiFi portals that create a new revenue source.

Don't underestimate the importance of WiFi.

This pandemic has only furthered our dependency on the internet and your drivers' demand for quality, fast WiFi will only go up from here. Take advantage of this opportunity to begin "WiFi marketing" and reap the benefits of new revenue streams, from access to advertising.



CONSISTENTLY SEEN RETURNS WITHIN 10 MONTHS

Artificial intelligence, or "AI", has been overblown, over-exaggerated, and over-sold. But as with everything, there is an exception. AI has been successful in the retail industry at predicting where customers make buying decisions, when, and even sometimes why. By leveraging a cloud-based camera surveillance system, coupled with AI software, you can proactively 'guide' your customers through your store vs. reacting to their patterns. Lead that horse to water! They'll drink.

Sources:

<https://smartwerksusa.com/smartconnect/wifi-marketing/>

<https://newsroom.cisco.com/feature-content?type=webcontent&articleID=1591418>

Mason Powers

Vice President - Sales
BT Mack Technology Group
Direct: 385-333-7272
Mobile: 512-417-8124