

Southeastern Freight Lines Selects Innovative Software Engineering's Electronic Driver Logs Software Application for Fleet Wide Deployment.

LEXINGTON, S.C. (September 22, 2009) – Southeastern Freight Lines, the leading provider of regional less-than-truckload (LTL) transportation services, has selected Innovative Software Engineering (ISE) as its provider of electronic driver logs. ISE Electronic Driver Logs is a full featured FMCSA 395.15 compliant application that will automate DOT Hours of Service record keeping and improve efficiency in Southeastern fleet operations.

“We chose ISE Electronic Driver Logs for its ease of use, FMCSA compliance and off-the-shelf features which allowed for quick implementation using our existing hardware,” said Braxton Vick, Senior Vice President, Southeastern Freight Lines. “ISE’s responsiveness and transportation technology experience makes them an invaluable partner in rolling out an electronic driver logs application across our entire fleet nationwide. ISE took the time to understand our existing applications and workflow to customize their product to fit seamlessly with our operations and our mobile communications hardware. ”

ISE Electronic Driver Logs consists of a mobile driver interface, a web interface and an adaptable communications channel. The mobile interface automatically records driving status, calculates available driving time and notifies the driver of his compliance status. Data is stored in the mobile touch-screen display for up to 8 days for roadside inspection and team drivers are fully supported. The web interface provides the capability to view, edit and print driver logs. Other reporting features include driver time, mileage summaries, real-time driver availability, violations and log edit auditing. The communications channel supports cellular, Wi-Fi and satellite networks.

Adopting ISE Electronic Driver logs reduces costs by eliminating the manual processing of paper logs, allowing dispatchers to efficiently schedule resources and help maintain driver compliance. Eliminating paper logs in the cab and providing real time driver feedback promotes higher driver satisfaction, improved productivity and increased driver retention.

“ISE’s off the shelf Electronic Driver Logs application is a perfect fit for telematics service providers and fleets such as Southeastern looking to increase their productivity.” said Hass Machlab, President, ISE. “It has been our pleasure to work with Southeastern to custom integrate our application into their existing system providing a competitive advantage for them and their customers.”

About ISE

ISE is a leading full-service software development and systems integration firm providing business strategy, program management, systems engineering, software development and quality assurance services. ISE specializes in developing telematics solutions, enterprise mobility applications and custom software tailored to customers’ unique needs. Customers come from a wide range of industries including communications, education, telematics, transportation and health care. More information can be found on the company's web site at www.iseinc.biz.

About Southeastern Freight Lines

Southeastern Freight Lines, a privately-owned regional less-than-truckload transportation services provider founded in 1950, specializes in next-day service in the Southeast and Southwest and operates 76 service centers in 12 states and Puerto Rico. Southeastern has a network of service partners to ensure transportation services in the remaining 38 states, Canada, the Virgin Islands and Mexico. Southeastern Freight Lines provides more than 99.35% on-time service in next day lanes. A dedication to service quality and a continuous quality improvement process that began in 1985 has been recognized by more than 300 quality awards received from customers and associations. For more information, please visit www.sefl.com.

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