



D.A.T.S

Digital Action Tracking System





What is DATS?

DATS is a web-based application that can help your company implement a variety of management systems.

How It's Offered...

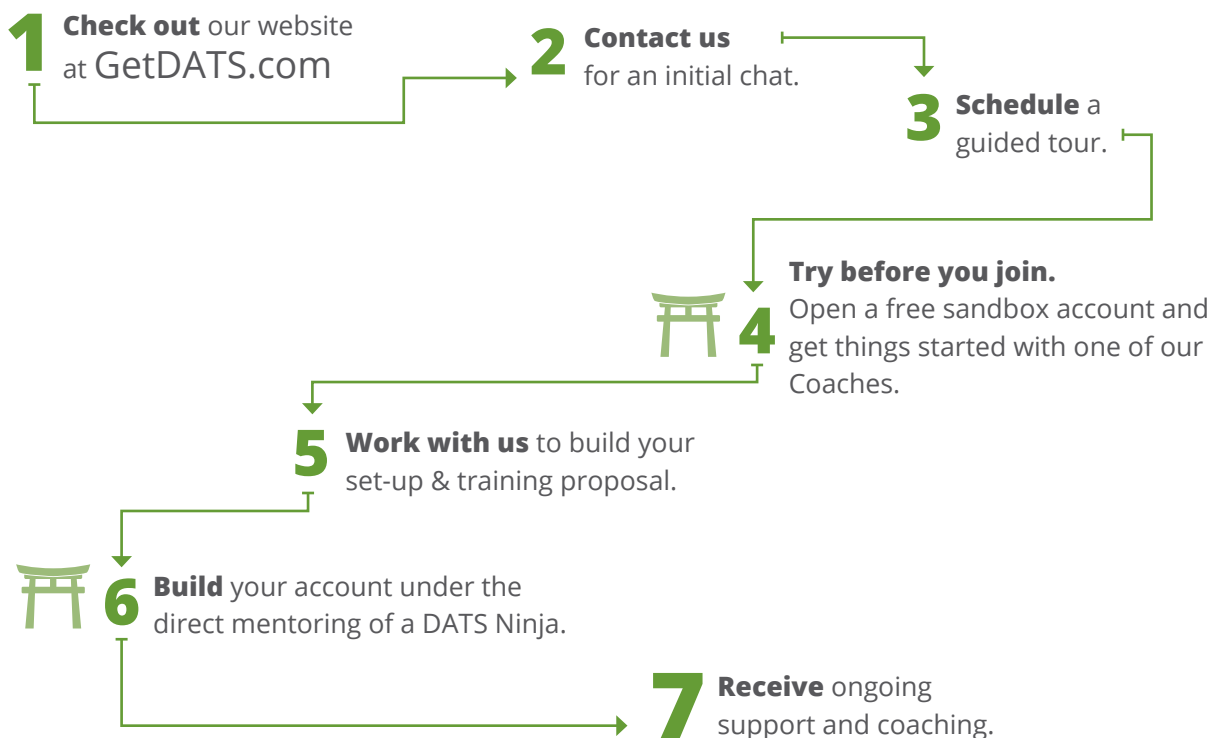
DATS is Software as a Service (SaaS).

With no rigid contracts in place, and a low monthly fee, we earn your continued support every month.

Our Typical Customers

Our typical customers often have complex tracking needs and range in size from 10 to 2,000+ personnel.

Our Consultative Process



Simple Monthly Subscriptions

Do you ever get the feeling that a sales person is measuring the size of your wallet before they tell you how much something costs? No “Black Box” pricing here. We make everything public, and everybody follows the same basic formula.

The Basics

- \$5 / Active User (Can Login)
- \$1 / Tracked User (Can't Login)
- \$0 / Deleted (Hibernated) User

The Options

- +\$3 / Active User for e-Learning Library Access
- +\$2 / User for Offline DATS One App Access

Additional pricing details can be found [herein](#).

Customer Mentoring and Ongoing Support

Our Software as a Service (SaaS) business model is built entirely around maintaining very high levels of customer satisfaction. This starts during set-up, training, and initial launch; however, the ongoing help and mentoring truly lasts for the duration of our relationship, which we hope is for a very long time.

Here is an introduction to our major programs – all of which are free, without any sucker-punches or gotchas:

- Live Help for All Users
- DATS Account Inspection by DATS Mentors
- DATS News Videos – Periodic videos from DATS HQ offering insights
- DATS Insider – A sizable, publicly viewable website full of articles and ideas about different ways to use DATS

DATS is a Really Big Program

Here is an executive overview of DATS functionality. It can be a bit overwhelming. Thankfully, all of this is at your fingertips for easy expansion over time, you just need to decide where you want to get started. Best of all, it is all included in your subscription.



Communications
Portal



Tasks
Module



Personnel
Management



Learning
Management System



Assets
Module



Pre-Work Hazard
Assessments



Anything Forms
Module



Inspections
Module



Meetings &
Events Module



Observations
Module



Reports &
Investigations



Software Subscription Fees

DATS is provided on a straight-forward and all-inclusive subscription basis. You can upgrade, downgrade, hibernate, or cancel at anytime. You are in complete control.

Calculating a monthly DATS subscription is easy. Here's how it works:

Active Users	Active Users are your personnel who will be actively using DATS. They have their own unique login credentials and will see DATS from their own unique perspective.	\$5 / Month
Tracked Users	Tracked Users are people that DATS keeps track of, but they are not provided with login credentials.	\$1 / Month
Hibernated Users	People who don't currently work for your company can be hibernated. We'll still keep track of their records for you, but we won't charge you for them.	\$0 / Month

Fine Print?

We're not sure if this qualifies as fine print, but there are a few details here in a smaller font size.

Monthly Minimum - There is a minimum fee of \$99 per month. This is not a base fee, just a minimum for our smaller customers.

Seasonal Companies - Seasonal companies can apply for our special \$49 per month off-season program.

Large Customer Discounts - If you have 300+ Active DATS Users, you may qualify for "Basic User" program and the associated discounts. *Give us a call to chat.*

Options to Consider

We have worked hard to create a very straightforward subscription offering. Our first step was to include all core functionality in one package so you don't have to choose specific options. You get it all.

We do, however, have two other business units that are not needed by everyone. We have separated them in our pricing so you have the option to take advantage of them, or explore them later should your needs change.



+ \$3 per
Active User

e-Learning Library

Subscribe to the DATS e-Learning Library and instantly gain access to a host of professionally developed courses with no further "by the seat" or employee turn-over fees. Once you are a library member, everything is at your fingertips and ready to be integrated into your Learning Management System.



+ \$2 per
Active User

DATS Offline Applications (Optional)

Take the power of DATS offline on your Windows laptop or tablet so you can collect data remotely and get it submitted to DATS once you hit connectivity. Your subscription includes all modules - welcome to the DATS One App Club.

Remotely Collect Data & Submit to DATS.

- Anything Forms
- Inspections
- Observations
- Pre-Works (FLRA)
- Meetings & Events
- Reports & Investigations
- Tasks

The DATS One App can be enabled for the users of your choosing, so you only pay for the people who actually need it.



Technical Details

It is important to be aware of this kind of stuff, and in most companies there is somebody who wants to read the “Technical Details”.

Hosting

Our servers are hosted in a top-rated secure offsite server farm that is located in Montreal, Quebec.

Availability

The offsite server farm offers redundant network backups. Furthermore, all of our domains have redundant DNS backups (4 layers deep) ensuring a very high level of availability.

Back-Ups

Servers are run with a redundant RAID configuration allowing for hardware failures with no loss of data. In the event of a total server failure, all data is backed up onsite in a secured non-attached storage array on an hourly basis. Backups are sent offsite once daily.

Programming Languages

DATS is programmed in and deployed on the enterprise tested and standard LAMP (Linux/Apache/MySQL/PHP) stack. This is the same stack configuration that powers some of the largest web properties on the planet (egs. Facebook, eBay, Google) which see billions of page hits daily.

Passwords

All passwords are salted and hashed with a 128-bit single direction algorithm. If our user list was to ever come out, the passwords are impossible to crack. In plain English, once you save your password, only you know what it is. With that said, DATS includes a handy “Forgot Password” feature that will issue a new password provided your username and your email address have been properly entered into the system.

Upgrades, Bugs, and Fixes

All upgrades are free and deployed in a very rapid fashion and bug fixes are often completed in hours rather than weeks or months like typical software.

Continual Improvement & Enhancements

We pound-away on DATS every day while working with our customers, and teaching them how to take advantage of everything that we offer. Every time we touch DATS, it gets better.

“ *DATS has changed the way we conduct our business, having as much impact as, say...email!* ”

~ Michael Morin, Aurora Helicopters



We're not here to sell you our stuff.

In fact, we're not sure if you should choose DATS.

This is an informed decision that you need to make.

“Choosing any type of business management software should not be taken lightly. If you are looking at DATS, you have at least one of your major business management systems receptive to change.

You don't just “try out” changing the way your company does a bunch of stuff and see if it works. You need to be certain. In fact, you need to be absolutely certain that you are getting the software functionality that you need, plus a training & support system that will work for you and your company.

Let us go on an journey to see if we have what it takes to team up and do some work together.”

~ Scott Chisholm, President & Systems Architect

Our Consultative Sales Process

1. Initial Tours of Live Accounts
2. Request a Sandbox Account (Free)
3. Work with DATS Orange and Black Belt Mentors to Initiate DATS Set-Up and Testing (Free)
 - This is the most important step in your evaluation of DATS and you can have as much time, and as many web-meetings, as you like. There is no hurry. For many companies, thorough testing takes time.
 - Throughout the process, DATS is also learning about your company. We'll learn about your needs, your push-goals, and whatever it's like to work with your company. All of this time spent together helps us create a targeted and thorough Set-Up & Training Proposal.
4. Set-Up & Training Proposal
5. Proposal Acceptance
6. Continued Set-Up & Administrator Training
7. Launch Facilitation & End-User Training
8. Ongoing Live Help, Passive Support, and Pro-Active Coach Check-Ups

Sometimes customers go out of their way to write us a nice note.

Here are a few of our favorites:

“DATS should be called
Accountability, Accountability, Accountability”

“You had me at Let me show you DATS.”

“Our employees are very motivated by Red Dots...great
psychological reasoning behind that idea!”

“Obviously you love what you do.”

“You’ve created a system where people can enjoy doing
their paperwork, which is an amazing accomplishment!”

“Everyone likes to get rid of red dots and collect green dots
...DATSFANTASTIC!”

“I’m finding new possibilities every week – if not every day!”

“We are thrilled to be part of the DATS family.”

We are both humbled and grateful for your many kind words.



Parting Notes

Let's wrap our message up in a few bullet points.

- We are not here to sell you our stuff. Neither of us knows if DATS is a good fit for your organization – and that's "okay".
- Our Sandbox Account offer is designed to give you unlimited access so you can see what it is like to be a DATS Customer – initial training, proactive mentoring, and Live Help. It is all included for free. We just treat you like an active customer and see where things go. It's that simple. No "Sales Puke".
- Contrary to what some people may think, we're not trying to become software big-shots:
 - we are a small privately-owned company with lofty work: life goals for ourselves, and our employees;
 - we have an unwavering focus on the success of our customers;
 - we have a careful consideration for the environment in all that we do;
 - and, so far everything is working out great.

**“ If we focus on the success of others,
our success will naturally follow. ”**

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GetDATS.com

Printed with respect to our environment.



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