



towPartners Announces towData - Free Towing Software for the Tow Industry

Keller, TX, May 07, 2007 --(PR.com)-- towPartners today announced a new software tool that allows towing companies to do basic call entry and reporting from the internet and mobile devices. The new product, towData, is free software from towPartners to the towing industry. The application is available on the internet and all hardware, software and backup services are free of charge. The only cost for towing companies is their access charges to reach the internet.

“Offering free software to small companies in the towing industry has been on our drawing board for some time. This quarter we decided it was time to bring this offering to market,” said Jeffrey Godwin, Vice President of towPartners and it's parent company, towXchange, Inc. “With towData, small companies can enter calls from one truck or from many trucks using their Nextel® phones and all of the call data is available to the owner or manager from the internet. We have well over 35,000 of these devices in the towPartners network and we are hopeful our membership will find value in this free offering. towData is an extension of our 'for the industry' commitment.”

towData has been designed to be intuitive both in setup and daily use. towPartners' members simply login to the towPartners website as they have been doing for years and then access their own instance of towData by clicking a banner link. The secure login to the member area of towPartners identifies the company to the system and the company is able to set to work entering their calls and managing their data.

“This is not a complex towing management system and does not handle lien processing, auctions and other specialized functions of the industry,” stated Godwin. “There are plenty of products for that work, including our flagship product, TOPS. We certainly do not want to compete with our own highly successful towing management system. This is simply a way to keep track of calls, report on customer, driver and sales productivity as well as to export information on paid and unpaid calls for use with an accounting system. The market for this product is likely one to six truck operations that do not use software today. We are hopeful this tool will allow these small businesses to gain quality reporting about their sales and productivity.”

Key benefits of towData will include:

- The ability to enter calls via an internet connection and to see them on the phone of the assigned towing operator.
- The benefit of being able to run timely, detailed reports on your business transactions from any internet connection.
- The flexibility to catch up call entry or add details to calls after the fact from either the phone device or the secure internet interface.
- Paging to towing operators is available directly from the towData application.
- The user interface is consistent and easy to use.
- Easy setup for new employees, customers and service types.
- Reporting that includes sales by day, customer, service type, driver and more.



- On screen reporting in HTML format as well as Microsoft Excel® export capability built into the system.
- Invoice printing to standard formats allowing the use of window envelopes.
- No software to buy to use the system. Members with an internet connection can use it for free.
- Mobile component is free of charge as well, other than an internet plan from Sprint Nextel®.
- Can be accessed from the field using laptops with broadband wireless connections as well as from existing cellular handsets.

See www.towdata.com or www.towpartners.com for further details.

About towPartners

towPartners is a division of towXchange, Inc. and is the leading provider of benefits to the towing and recovery industry. towPartners improves vendor relationships and the bottom line at towing and road service providers nationwide as well as within asset recovery operations. The towPartners program provides better pricing and quality service to towing and road service companies of all sizes as well as to those employed in the industry. towPartners also provides a towing service locator tool at www.towsearch.com that is free to the public and lists towPartners Gold Level Members and their service capabilities as well as contact information. The towPartners program currently has over 36,000 towing company members and continues to grow steadily. To learn more about towPartners, visit www.towpartners.com.

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