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SWANA NORTHERN LIGHTS CONFERENCE · APRIL 22-24, 2026

*Tidying Our Tracks*

# Strong Data × Hauler Hero

A partnership to make scale-to-route data flow seamless.

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**Rocky Strong**

Strong Data · POS for Weigh Scales

# What you'll take away.

01

## THE PROBLEM

The difficulties of running disconnected weigh-scale and hauling systems.

02

## THE UPSIDE

The benefits of a fully integrated, end-to-end solution.

03

## THE HOW

A look at how the Strong Data × Hauler Hero integration works.

# Disconnected systems leak data.

Historically, moving the final weight ticket into a routing or hauling system has been a major friction point — whether the ticket needs to land in your own system, or in a customer's.

## When the handoff is manual:

- Ticket details get re-keyed — and mis-keyed
- Billing is delayed while operators catch up
- Customer tickets get stuck in email or on paper

One typo

**= Revenue out  
the door.**

*A 8,000 kg load entered as 800 kg is a billing error and a credibility problem — and the driver is already gone.*

# Small errors add up fast.

Two failure modes, two numbers. If tickets go missing, you lose the full value. If they're just keyed wrong, you lose the delta. Either way — at fleet volume — it's real money. **All figures CAD.**

| FLEET           | IF TICKETS ARE LOST<br><i>worst case — full ticket value</i> | IF TICKETS ARE MIS-ENTERED<br><i>realistic — ~25% avg \$ delta</i> |
|-----------------|--|--|
| 12-truck hauler | \$193K   | \$48K  |
| 30-truck hauler | \$478K   | \$119K   |
| 75-truck hauler | \$1.20M  | \$300K   |

*Per truck / year*  
Strong Data × Hauler Hero · Tidying Our Tracks

\$16K

\$4.0K

# Built to fix it — together.



## Point-of-sale for weigh scales

- Captures every ticket at the scale house
- Net weight, material, driver, truck, customer
- The operational record of the yard

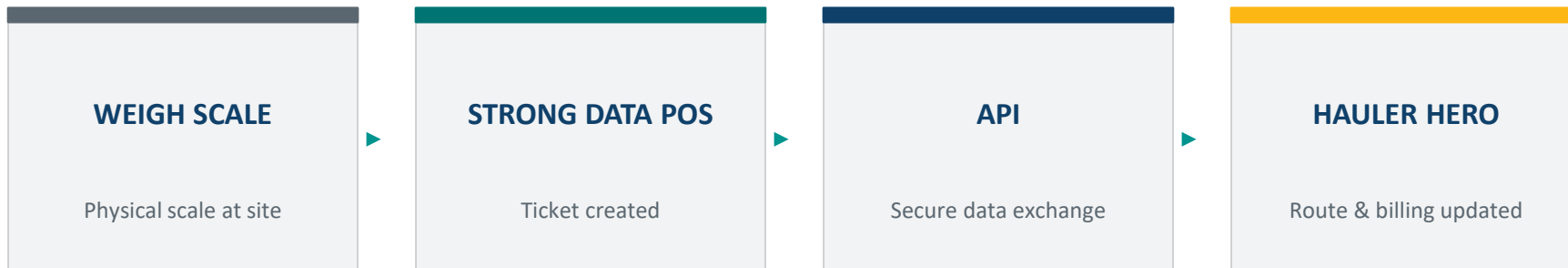
API



## Routing & hauling platform

- Manages routes, dispatch, and customer accounts
- Tracks services performed per stop and per truck
- Drives billing, reporting, and customer service

# From the scale to the route, automatically.



*The ticket lands directly in the Hauler Hero account tied to the specific truck on the scale — no re-keying, no lookup, no delay.*

# Data Flow

## STEP 1 · INITIAL SYNC

### Site setup, once.

*Strong Data → Hauler Hero*

- Site
- Hauler
- Accepted materials

## STEP 2 · EVERY TICKET

### Real-time push.

*Strong Data → Hauler Hero*

- Net weight & material
- Driver & truck
- Customer & ticket number
- Timestamp, in/out weights

# A fully integrated solution pays off.

01

NO MANUAL ENTRY

**Never enter a ticket again.**

The load finishes at the scale and the ticket transfers on its own. No typing, no re-keying, no paper between the scale house and the office.

02

ACCURATE BILLING

**Bill what you hauled.**

The weight on the invoice matches the weight on the scale — because it's the same number, moved by API.

03

FASTER CLOSE

**Today's tickets today.**

Tickets are in Hauler Hero in seconds, so dispatch, billing, and reporting can work on live data.

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THANK YOU

# Questions?

*Let's talk about tidying your tracks.*

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**Rocky Strong**

Strong Data

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IN PARTNERSHIP

**STRONG**  
DATA AUTOMATION



**HAULER HERO**