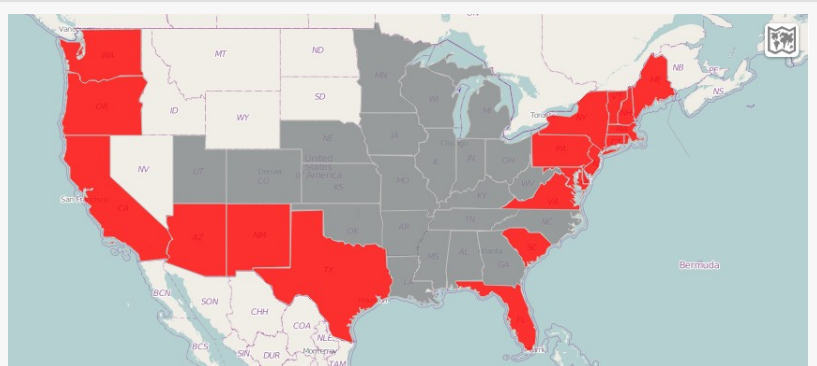


Mobile Fueling Leader Diesel Direct Finds Mapline an Essential Tool

NAPERVILLE, IL, USA, July 9, 2014 /EINPresswire.com/ -- Location visualization tools are valuable to companies in all sectors and particularly in the fuel supply industry. As the leading mapping software, Mapline is used by a growing number of companies as its timely mapping solutions help in all mapping needs like market research, strategy, sales and operations. These companies frequently use the [mapping website](#) to plot address location points and to create maps to be displayed on their websites. One of its satisfied users is [Diesel Direct](#), the leader in diesel fuel delivery and fleet fueling. They are able to supply and deliver premium quality diesel fuel on-site nationwide to on-road vehicles, construction equipment, tanks, transports, generators, large commercial



vessels, and refrigeration trailers. The [mapping tool](#) assists Diesel Direct in gaining information in planning delivery of fuel to new territories.

In addition, Diesel Direct also has its hands busy offering a variety of other fuel related services and products including Diesel Exhaust Fluid replenishment, BARLOC® fuel management technology, specialized generator services, marine fuel, and more. Headquartered just outside of Boston, Massachusetts, Diesel Direct's nationwide system aims to provide the most comprehensive diesel fuel delivery and management to their customers. Several departments at Diesel Direct, from Operations to IT to Marketing and Sales, have found Mapline's map technology extremely valuable.

IT, Operations, Marketing and Sales

Diesel Direct created a map of the United States and labeled particular states with different colors to reflect relevant information for their potential and current customers. They then embedded this map on their website so that it is easily accessible. Additionally, they have created maps and plotted locations that make it easy for the Operations Team to visualize the proximity of customers to terminals and branches efficiently. The Sales Department oftentimes uses the maps to plan new customer visits. According to Diesel Direct Chief Technology Officer Timothy Callow, “Mapline enables several departments at Diesel Direct to have almost instant access to view current & potential customer locations and other geographic information. The map technology enables us to make informed decisions quickly.” He adds, “By embedding maps on the website, visitors can easily understand location information that we want to communicate.”

Management in Diesel Delivery

Diesel Direct offers national coverage and consequently makes great use of Mapline's technology as they are able to view any plotted locations they desire. Plus, maps are created in only a few steps by uploading data from an excel spreadsheet.

The mapping tool is used in management as the company finds solutions from simplifying data usage and analysis. Management through Mapline mapping tool is crucial in planning, market assessment and other areas. With the help of Mapline's sophisticated technology, mobile fueling companies like Diesel Direct can expect outright success.

Margaux Dela Cruz

Mapline

6309099108

email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.