

Evaluating Routing Software

4 Things You Can't Do Without

Every last-mile solution out there will help you improve efficiency and reduce costs if you use it properly. But, as you shop around and compare technical features and vendor characteristics, there are some checklist items you should consider mandatory. We've based this list on what we hear from our own customers and users who have used multiple products over the course of their careers.

The four we've included here are things that will directly impact the level of ROI you get from your investment and the headaches (or lack thereof) you have down the road. You may have to do some digging to get hard answers, but it will be well worth it in the end.

1 Industry Knowledge

Every fleet operates differently, has different priorities, different customer needs and even regulatory issues with which to contend. Compare beverage delivery to paper, fuel oil to textiles, and you will identify significant differences in business models that will affect routing needs. A beverage company may plan routes by the day, while fuel oil plans on a weekly basis. Portable toilets have elaborate cleaning schedules that must be factored into the routing plan. Do you run dynamic routes or static — or a combination of both? You don't want to be teaching your vendor about your business and customers. Quite the opposite, you want them to come to the table with insight and experience that adds value to the equation for you.

Has the vendor worked in your specific industry and with your types of customers?

2 Training and Support

Training. The quality, quantity and accessibility of training on your new software will have a huge influence on how much value it brings your business. If your users and drivers don't feel competent and on-board, you will find them avoiding utilization and returning to old manual processes in no time.

Training can't be a one and done proposition. To fully leverage the features and advantages of your system, your users need ongoing opportunities to learn and apply new skills and techniques.

Support. Even the best trained users will need help and advice on occasion. You want that support to be experienced and available in real time. This is another area where industry experience is vital – because many of your team's questions won't be about technical features, they'll be about routing nuances that are unique to your business. Support personnel should be able to handle both technical and practical questions.

Most important, good customer service works when you do – which isn't always 9-5. In fact, if something goes wrong during the routing process, it's usually from 4-9pm when the next day's routes are being prepared. If someone isn't available to answer questions, then your routers are left hanging and unproductive.

Will they be there when you need them?



WHAT TO ASK ABOUT TRAINING

- How many sessions are provided without additional cost?
- Is it live or through recorded tutorials?
- Is training conducted by professional trainers or salespeople?

WHAT TO ASK ABOUT SUPPORT

- What hours is support available?
- How quickly do support personnel respond?
- Does the provider outsource support or provide it directly?
- Where is the customer service department located?
- Do they offer remote support with live screen sharing if needed?

3 Adaptability

Static vs. dynamic routing is just the beginning. Your new routing system must have built-in flexibility to adapt to your routing quirks, exceptions and unique scenarios.

For example, can the system handle a combination of dynamic and static routing so you could deliver your VIP customers first and remaining deliveries on a dynamic basis?

Can it help you automatically balance customer service and profitability?

Does it permit you to prioritize variables, such as preferred delivery windows, maximum route duration, time equipment restrictions, and other special rules that apply to your routes?

Can it handle daily exceptions like route loads, off-day deliveries and extended runs?

4 Technology Platform

Once you've evaluated all the features and benefits of a software solution and company providing it, there's IT to consider. Most technologies are now available on SaaS platform, making the solution more affordable, flexible, and scalable to your business needs.

Talk to users. Talk to other fleet managers. And most importantly, ask endless questions. If the vendor you're considering takes your questions in stride, it's already a sign they are customer service-focused.

With so many options available, no fleet, large or small, should have to compromise or conform to software limitations. Find a company that knows your industry, has worked with fleets your size, and will be a long-term partner – from training to support to implementation or maintenance services – to get the most value possible from your software year after year.

Are the system's routing methodologies flexible enough to align with your business?

In looking at vendors, it's also important to work with partners that provide mobile tracking technology that allows you to compare actual vs. planned route information to make improvements to your business. Additionally, a partner that continues to enhance its solution based upon market feedback is essential. Users should look for providers that commit to frequent software updates. Understand if updates are included in your package and if your feedback will be considered in software enhancements.

Bottom line: routing software needs to conform to your business, never the other way around.

FLEETS CHOOSE SaaS FOR:

- Low upfront costs
- Subscription basis
- Fewer IT resources needed – human and hardware
- Available 24/7 over the web on any device



Optimize Routing for Your Last Mile Fleet with Omnitrac

We proudly serve the largest distribution fleets with the most comprehensive solution for all of your last mile needs from routing to planning to execution. With Omnitrac Routing, your customers receive on-time deliveries, real-time tracking, accurate seasonal adjustments for recurring orders, and more, while your drivers easily navigate on a single device to better manage workflows and truck-safe route paths. Ultimately, fleets experience decreased operational costs including 23% reduction in total miles driven, 55% reduction in time spent routing, and 15% reduction in driver overtime.



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Omnitracs Routing

With Omnitracs Routing, you can quickly compare and score routes based on cost and distance and precisely define and identify delivery locations. Interactive road maps give you street, satellite, and hybrid views, and make it easy to enable or disable specific roads. Comprehensive reports give you the information to make more informed business decisions. And you have 24/7 access to historical data, all safely stored in the cloud.

Omnitracs optimized routing gives you an intelligent, cloud-native solution that reduces transportation costs while improving customer service and satisfaction.

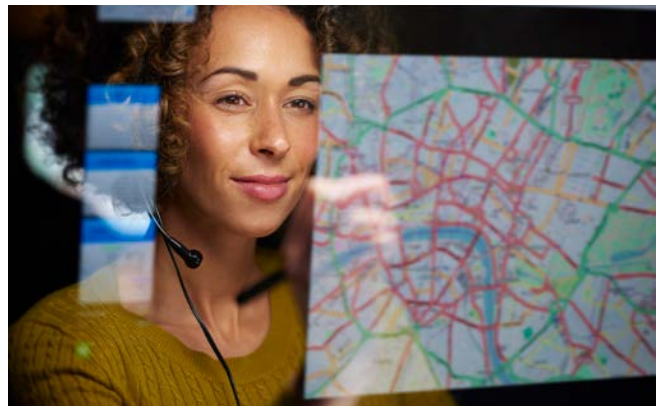


Omnitracs Routing goes the extra mile, helping you evaluate routes with maps and lists of stops.

Omnitracs Dispatch

Omnitracs Dispatch is a powerful software tool that helps fleets of any size with trip management capabilities that go far beyond routing. With GPS-enabled driver location/activity monitoring and real-time arrival and departure information, it's easy to know what's happening on the road. You can evaluate current route plans on the go and notify drivers of any changes. By keeping customers informed, you can reduce service inquiries as well.

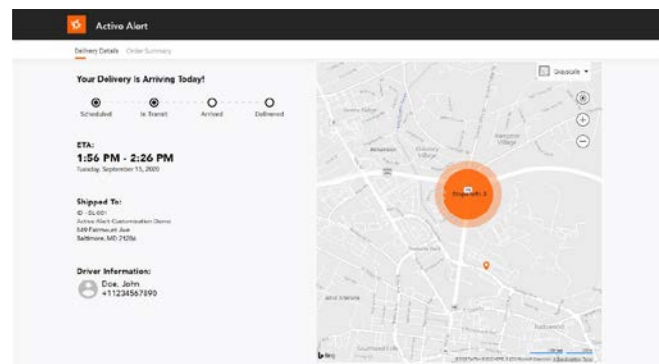
Omnitracs Dispatch can significantly improve fleet efficiency and performance and provide a better experience for both customers and drivers, all while cutting costs.



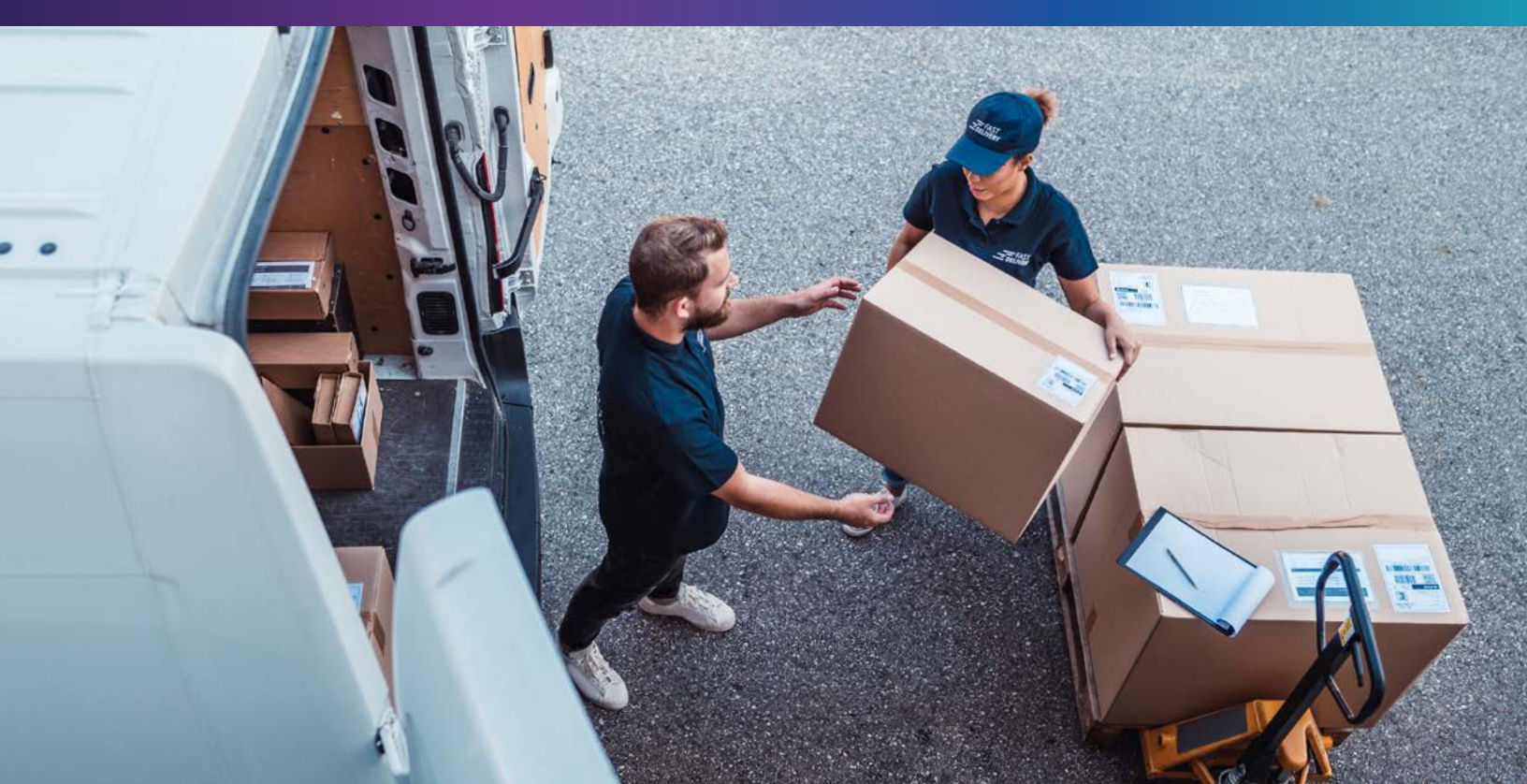
Stay on top of route execution in near real-time with Omnitracs Dispatch.

Omnitracs Active Alert

Omnitracs Active Alert provides customers with unparalleled visibility into their entire order lifecycle keeping them informed every step of the way, from scheduling to delivery. By automating the tracking process, this powerful tool not only enhances customer satisfaction but also saves your business valuable resources that would otherwise be spent on manual processes, reducing bottom-line costs. Rich customization options enable you to seamlessly promote your brand and reinforce customer loyalty, making Omnitracs Active Alert a must-have for any forward-thinking business.



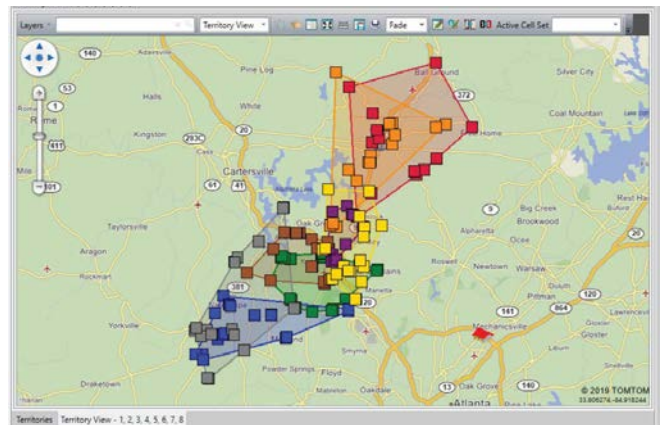
Omnitracs Active Alert provides customers with visibility into each state of their order lifecycle — from scheduling to delivery.



Omnitracs Strategic Planner

Omnitracs Strategic Planner makes re-routing a faster, easier, and more concrete process. Strategic Planner automatically analyzes your fleet's historical data and generates an optimal territory solution for existing fixed routes or pre-sale territories. You can configure each route and its stop sequence within a territory to accommodate customer-specific needs and time windows. And in just seconds, you have a strategic roadmap of balanced routes.

Making your fleet more efficient helps manage rising fuel costs, tight staffing, and customer expectations. Omnitracs Strategic Planner gives you the tools.



Generate unique territories according to your business goals with Omnitracs Strategic Planner.

To learn more about any of our Route Optimization and Dispatch solutions, [contact us today](#) to speak to a specialist.

ABOUT SOLERA FLEET SOLUTIONS

Solera Fleet Solutions brings together the industry's leading brands, including Omnitrac's, SmartDrive, SuperVision, Spireon, and eDriving, benefiting fleets of all sizes and industries. Our unmatched breadth and depth of capability provides a seamless experience and helps fleets attract and retain the best talent. Solera Fleet Solutions is relentlessly focused on driver safety, maximizing productivity – on and off the road – and managing fleet compliance, improving driver and fleet performance.

**Learn how you can reduce costs, increase profitability,
and stay competitive – visit www.omnitrac.com.**



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