

SUCCESS STORY

▶▶▶ CREATING OPTIMIZED ROUTES FOR PRODUCT AND SERVICE DELIVERY

PROBLEM

The ability to effectively route and track products or services in a cost efficient manner is a pressure that companies face on a daily basis. Elite Logistics, a driver staffing firm headquartered in Denver, Colo., was no different. They enlisted the help of Applied Data Consultants, Inc. (ADC) to develop an affordable solution for real-time tracking and routing of deliveries. While there were other commercial solutions available, they were cumbersome to use and were cost prohibitive for small firms.

SOLUTION

ADC developed Elite EXTRA™, a web-based, interactive routing and delivery tracking system, using the latest technology.

EXTRA creates optimal routes and provides a real-time visual display of those routes, active and inactive, planned and unplanned, and allows dispatchers to not only manually set the stop order, but also add pick ups or deliveries after a route has commenced.

Once the routes have been created, the manifests are pushed to drivers and displayed on web-enabled cell phones, such as Androids and i-Phones, among others.

Some unique features and benefits of the EXTRA system include:

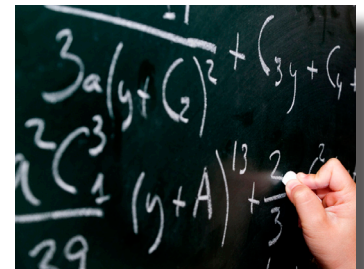
- **Responsive Dispatch and Tracking** – view driver location and pickup and delivery details instantly from route tracking screens.
- **Fewer Dispatchers** – One dispatcher can easily manage additional vehicles over multiple locations with the easy-to-use dashboard.
- **Easy Communication** – Communicate with drivers via web-enabled cell phones that display daily route manifests after a simple log-in.
- **Real-Time Supply** – Pickup and delivery orders are entered into the delivery routing system and immediately queued for assignment and delivery.
- **Order/Delivery Status Web Interface** – In contrast to most product tracking systems, not only can end-customers view their delivery status; e.g. Order Received, Order In Route, but they can also view an Estimated Time of Arrival, or ETA, in real-time.

RESULTS

The EXTRA system is now employed by driver staffing firms, automotive dealerships and other industries in 27 states and Canada.

It has reduced the number of drivers and dispatchers needed for deliveries, while allowing customers the ability to track their parts in real-time.

Customers report an average return on investment (ROI) of 15 percent for operating efficiencies gained in reduced dispatching and driver time, and another 5 percent savings in fuel consumption through route efficiencies.



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