

CASE STUDY

SimpliRoute

How SimpliRoute solves fleet & logistics challenges with TomTom location insights

Location	Product/Service
Santiago, Chile	TomTom Search API – Asset Management / Fleet & Logistics

The Overview

Small and Medium Enterprises (SMEs) play a major role in most economies, representing about 90% of businesses and more than 50% of employment worldwide. For these businesses to survive, they must be laser-focused on efficiency and cost management. This is especially true for companies focused on parcel deliveries, as they deal with everyday decisions that drive their bottom line. For example: I manage a small fleet of 40 vehicles. Do I have the right number of drivers? How can I save on fuel costs? How do I improve customer satisfaction by getting packages delivered more quickly?



SimpliRoute, a fleet and logistics solution provider, gets it. They hear these concerns every day and through their work with TomTom, the leading independent location technology specialist, they now have answers.

The Challenge

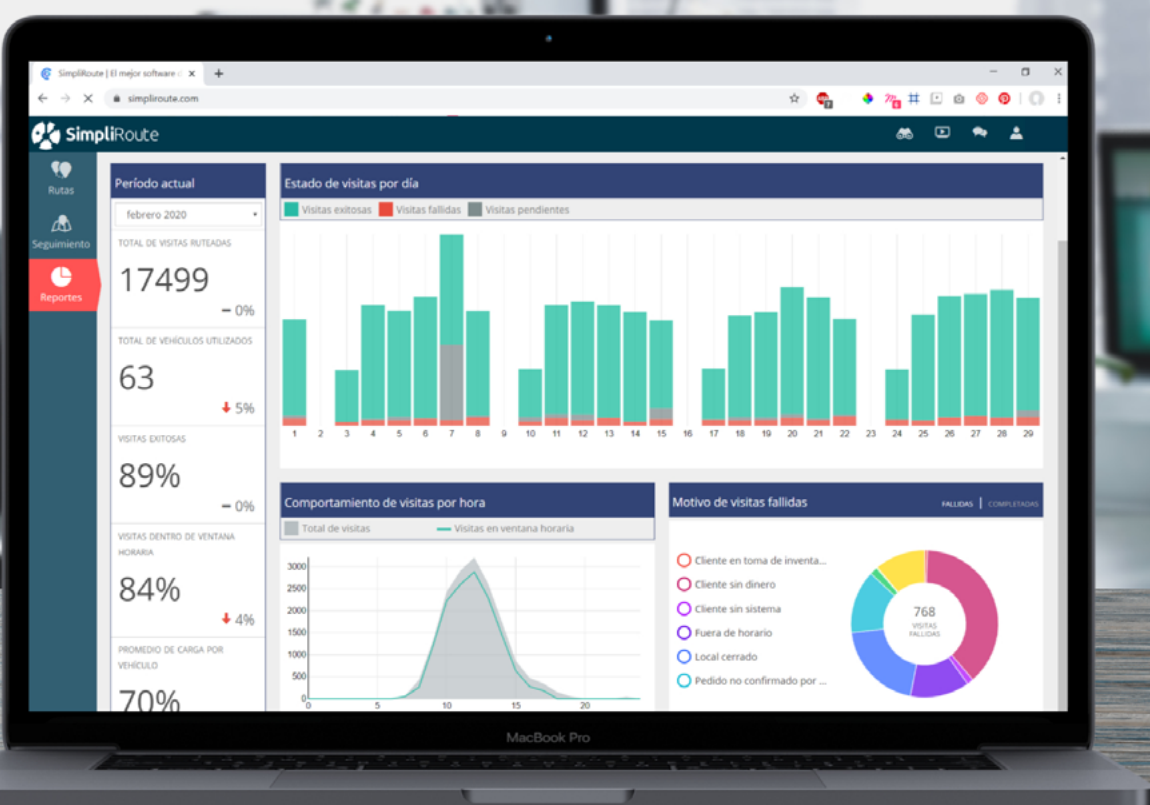
For fleet and logistics providers to be successful, they must have tools to provide key insights that lead to cost efficiencies and improved customer satisfaction. They need visibility into required staffing levels, the number of vehicles deployed or sitting idle and drivetime statistics. Staffing typically represents their largest cost impact, so managing the right number of drivers is critical. Providers need to know:

- How many vehicles are actively making deliveries versus those at the dock waiting in the job queue?
- Once a driver leaves the dock, how do I know they're using an optimized route?
- Are traffic congestion and road incidents being factored into their route assignment?
- Are they conforming to restricted road regulations?
- How can I give my customers a better idea of when their package will arrive?

Prior to adopting the TomTom Search API technology, SimpliRoute was experiencing issues with their geocoding engine: certain addresses were misspelled or could not be found; drivers were taken to the wrong side of the street or could not find the exact house number. The result was wasted time for drivers, higher operational costs, and customer frustration.

The Solution

After carefully benchmarking, SimpliRoute partnered with location technology specialist TomTom, a watershed event in the evolution of the SimpliRoute solution, due to TomTom's extensive geocoding features and their Search API. Geocoding is the process of converting a postal address into a geospatial location on a map. SimpliRoute geocodes customer addresses and delivery locations. These locations are then used by the SimpliRoute route planner, providing optimized route planning.



With fuzzy matching, TomTom can geocode incomplete or misspelled addresses. The TomTom geocoder uses precise address points with entrances, which means drivers can be taken to the exact doorstep.

SimpliRoute found the TomTom [Search API](#) to be easy to integrate, easy to use, effective across a range of geographies and well-documented.

The Results

Since integrating the TomTom Search API and its precise geocoding, the SimpliRoute solution has been more accurate and their customers have noticed the positive difference. Precise geocoding means a driver finds the right door to deliver to straight away, instead of circling around and asking for directions. It leads to less time wasted and improved operational cost efficiency.

Ultimately, SimpliRoute fleet and logistics customers are the beneficiaries of this innovation and spirit of continuous improvement.

Contact us:

tomtom.com/contactus

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