



Software-as-a-Service

**Maxoptra:** Dynamic workforce and vehicle management



# Palletised Freight Delivery

Over the last few years, Pallet Network operators have invested heavily, both in terms of money and sheer hard work, to establish the necessary IT infrastructure to revolutionise the efficient movement of customer consignments through their networks.

However, increasing competitive price pressure coupled with changing customer expectations, has provided the window of opportunity for new players, armed with the latest technology, to enter the market and win valued customers away. As a result, customers today expect lower prices and accurate real time delivery and collection information.

Fortunately for established companies who have invested already in IT infrastructure these challenges can be met through the Maxoptra Plug-In.

## The Challenges faced:

- Over-reliance on fixed runs based upon postcodes and variable load sizes means that vehicles are not routed cost efficiently, affecting customer pricing and competitiveness
- Figuring out the most cost effective vehicle to make a collection is impossible without knowing where vehicles are or how much progress they have made with their schedules
- Increasing customer demand for narrow time windows and other order complexities such as tail-lifts or load types, makes it impossible to work out the most efficient use of vehicles in real time
- Answering customer queries on ETA's reactively can be a time consuming and expensive manual process reliant on numerous phone calls – and it still does not meet customers' expectations of being proactively advised on when their consignment will arrive

## Solution:



**1** Delivery orders exported from Pallet network database automatically.

**2** The routes are produced by Maxoptra based upon customer windows, vehicle types and equipment requirements and are shown on the map. They are reviewed by the dispatcher and sent to a driver's navigation device or smartphone.

**3** Drivers on route can continually update orders status and report on job status.

**4** Getting vehicle locations from tracking devices and smart phones

**5** Customers are constantly informed about ETA through SMS and email messages.

**6** Driving manifests are sent to the Network system for further invoicing and reporting.



Maxoptra is a dynamic scheduling and route optimisation software platform designed to enable fast and efficient decision-making, in real-time, within ever-changing operational environments, particularly service management, supply chain, distribution and home delivery.

Easy to use, affordable and highly customisable, Maxoptra helps companies to do more business with the same resources at a lower operational cost and having an open API is an ideal complement to any telematics, WMS and CRM solution. As a subscription-based SaaS solution, Maxoptra is accessible 24/7 from any web browser worldwide, meaning every new release of functionality is immediately available to subscribers with no additional charge or upgrade cost. Our scheduling solutions manage over 10,000 fleet vehicles worldwide every day. Customers include Gist, Avis Car Rental, Snap On, Serviceline, Walkers Transport, Champion Timber and many others.

Maxoptra is a division of **Magenta Technology**.

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## Business advantages:

Maxoptra was specifically designed to allow Pallet Network operators to drive operational efficiencies, allow rapid reaction to any changes in real time and improve customer service, thereby:

 **Reducing operating costs of up to 10% to enable new pricing competitiveness**

 **Meeting customer expectations on real time delivery and collection notification, leading to increased satisfaction and business growth by:**

- Growing new opportunities and repeat business with existing customers
- Increasing loyalty and retaining existing customers
- Winning new customers

 **Improved customer service**

As the Maxoptra system constantly updates the delivery status of each order, the vehicle position and calculates the estimated time of arrival, the customer service team will always be able to answer any customer query.

To enhance satisfaction, customers can be kept continually updated about their order status and on-time deliveries through SMS and email notifications which are collated and delivered in a daily On-Time In-Full (OTIF) report.

 **Faster reaction to new collections coming in**

The system automatically assigns the most appropriate vehicle to each new order coming in during a day. Even when routes are already started, Maxoptra continues to monitor progress on each route, the current vehicle position, orders completed by each driver and the remaining driving hours. Maxoptra continually finds the best driver to meet the customer's specified time window and provide a higher level of service.

 **Decreasing costs**

The initial schedule produced by Maxoptra will focus on decreasing costs. It doesn't matter how many deliveries each area has, the smart system distributes all orders among the couriers equally. Routes are sequenced to match customers' time windows and always be on time.

During the day with every new order, the system will constantly update the schedule to adjust delivery sequences, considering new collections, weights and vehicle requirements

## Functionality:

Maxoptra is a powerful tool that combines the artificial intelligence of automated scheduling algorithms with the knowledge of experienced planners and dispatchers.

 **Even greater software usability**

All orders are shown clearly on the map. Ideal delivery sequences can then be built automatically through "drag-and-drop", the simple process of dragging selected orders to a vehicle.

 **Automation**

In a few seconds Maxoptra builds the delivery schedule. It takes into consideration customer's time windows, vehicle types and equipment requirements, driving hours and many other constraints. It is always aimed to reduce driving hours, mileage and cost.

 **Driver's mobile app and in-cab navigation**

Drivers constantly can keep in touch with the dispatch office through a driver's mobile app. They report order status in real time to the controller and receive new collection jobs during a day. Maxoptra is also connected to TomTom navigation to lead a driver through a traffic faster and real-time positioning information via GPS is constantly reported to the dispatch office. All this helps the scheduling team to make efficient allocation decisions faster.

 **Reporting**

Maxoptra business reports give a manager instant visibility of overall operational efficiency and arrival times. Dashboards and KPI reports help to identify top drivers and any possible driving violations. Maxoptra also produces On-Time In-Full reports that help to monitor delivery times and maintain customer satisfaction.

 **Integration**

Maxoptra provides comprehensive integration functionality including HTTP-API, import-export facilities and real-time data exchange on the database level so that orders are easily imported from Pallet Network systems and portals. Routes, orders status and ETAs are then uploaded back to the headquarter systems at the end of a day.