

- Reduction of carbon emissions and fuel consumption through reduced road miles

Proven results

The technology & team underlying FreshStart Logistics' patented optimization technology was tested and proven in the most demanding and dynamic of environments. *Paratransit service*, mandated by the Americans with Disabilities Act (ADA), offers on-demand passenger transportation to qualified populations. Deviation from plan as service is executed is an unavoidable fact of life in this environment. As a result, transit authorities are faced with daunting and dynamic scheduling challenges throughout the course of each day. FreshStart Logistics' technology was so effective scheduling door-to-door van service in this environment that it quickly dominated the market, and now serves 5 of the largest metropolitan areas in the United States.

Using the FreshStart technology, these large metropolitan centers have saved millions of dollars through improved scheduling productivity *while* achieving dramatic improvements in on-time performance and customer satisfaction. These operating improvements combined with the speed of real-time optimization have enabled New York City to *triple the volume* of trips managed by their Paratransit program since 2004 while increasing trips/vehicle service hour by 30% and realizing cost savings of 10% per trip on their 26,000+ trips per day.

Having proven the technology in this public transit sector, FreshStart is now rolling out its patented expert dispatch optimization platform to freight shippers in the private sector.

Limitations of existing systems

Current transportation optimization solutions rely on solvers. In order for these solvers to find solutions in a reasonable time frame very rigid heuristics and simplifications must be adopted. These simplifications result in poor translation of business rules into an optimization engine's constraint stack and ultimately force time consuming manual review and rework of results before plans can be executed. FreshStart's patented technology & architecture overcomes these limitations by enabling the robust and

flexible application of encapsulated expert heuristics on dynamic real world data.

Benchmarks have shown FreshStart Logistics technology outperforms other industry leading optimization engines on run-time perform by an order of magnitude and improves on savings by an average of 50% where such additional savings is possible.

Other currently available optimization solutions are further limited by their inability to integrate smoothly with TMS platforms and by the difficulty inherent in translating reliable transportation plans to reliable results. FreshStart utilizes an on-demand framework for the management and delivery of these solutions, and has the in-house expertise to ensure that engine results are immediately actionable and positively impact our clients' bottom line. We offer a system that was designed from the ground up for integration in support of real time executable optimization and scheduling.

Summary

FreshStart Logistics offers shipment consolidation, routing and scheduling technology and expertise that has been proven the highly demanding and dynamic Paratransit routing arena. We are now delivery this same technology to shippers, 3pls, and transportation management technology providers looking for leading optimization functionality that is accessible, integrate-able, and executable. Contact us to see what this powerful solution can do for you.

Contact us

For additional information on FreshStart Logistics please drop us an email or give us a call.

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