

FreshStart Logistics: Bringing next-generation optimization technology to markets in need of highly dynamic transportation routing and scheduling solutions

What is it?

FreshStart Logistics Automated Real-time Dispatch Optimization Module is an add on that enables FreshStart Logistics Expert Dispatch Optimization to literally automate your dispatch function.

Leverage our industry leading, expert systems-based optimization engine to re-route fleets and equipment in real-time based on unexpected demand or other disruptive events on the ground day. True real-time optimization is finally available with this paradigm shifting solution from FreshStart Logistics. The FreshStart client immediately benefits from material cost savings, increased revenue potential and efficiency through improved asset utilization and greater responsiveness to conditions on the ground.

Consider these common adverse situations:

- **Volume surge:** an unexpected surge in volume may leave you scrambling to reroute vehicles and result in service failures.
- **Traffic and weather:** unforeseeable congestion or weather conditions may result in some vehicles running late and others running ahead of schedule.

FreshStart technology can reschedule the entire fleet based on real-time data from the field and re-optimize vehicle routes and schedules based on a holistic view of available vehicle capacity, service requirements, cost, weather, traffic congestion conditions and unique organizational constraints.

FreshStart Logistics shortens the planning cycle from that of a daily or hourly batch to a real-time on-demand process in which the only limitation is transit time to the next scheduled stop.

FreshStart delivers Real-Time Expert Dispatch Optimization with these unique features:

- **Real-time:** Sub-second reschedule run-time based on real-time data feeds from the field
- **Expert:** Emulate and enhance dispatcher expertise by leveraging computer speed and precision



- **Dispatch:** Solution stays in the execution loop to ensure optimal deployment of fleet throughout the delivery day
- **Engine:** Our API designed for easy integration to your existing dispatch platform

Benefits

LTL Carriers, Dispatch software providers, 3PLs, Couriers, and other delivery operators realize benefits of the FreshStart Dispatch Optimization solution through:

- Substantial cost savings through optimal use of assets and fuel.
- Accurately estimate the impact of business changes on your bottom line
- Increased capacity from existing assets.
- Improved responsiveness & customer satisfaction.
- Reduced fuel consumption & carbon emissions by improving trips/vehicle service hour by up to 30%.

For more information or to purchase, please contact us:

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