THE *SHIPPING EXECS'* GUIDE TO

REAL-TIME TRACKING FOR LAST MILE & LAST YARD DELIVERY

What is End-to-End Visibility?

End-to-end visibility is an emerging business requirement being set by leaders in the transportation and logistics industry. **For customers**, end-to-end visibility means having immediate access to real-time information about shipment location and status–all the way through the last mile. **For carriers**, it means transparency of routes, locations, and status for all jobs. **For drivers**, it means clear instructions on all assigned deliveries and a system that optimizes delivery.

When asked about top challenges facing carriers, the top 3 answers include:

- Cutting transportation costs
- Business process improvement
- Improved customer service

End-to-end visibility systems address these issues by making transportation companies more efficient in route management and delivery, paper-free when providing proof of delivery, and more transparent to their end customers in providing shipment status and location.

What Are the Benefits to Carriers?

Now that we've outlined how end-to-end visibility systems work, let's take a look at the top benefits to shipping companies.

The number one challenge that carriers report is cutting transportation costs, followed by business process improvement, and improved customer service[1]. Let's look at how an end-to-end visibility system can help shore up some of these areas.

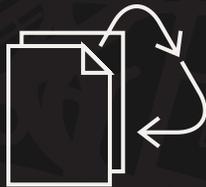[1] Source: Capgemini Consulting. 2016 State of Third-Party Logistics

Faster Deliveries / Lower Fuel Costs

Features like route optimization, which drives efficiency and lower fuel costs. Turn-by-turn directions and digital proof of delivery will speed up shipments and the time it takes to record successful delivery and sync back with the home system.

Better Customer Experience

Give your customers the ability to see where their delivery is every step of the way. Similar to systems used by the industry leaders, customers can choose to receive automated shipping updates, or pro-actively check status on the web.

Eliminate Paper & Reduce Costs

Beyond speed, electronic proof of delivery makes paperwork unnecessary and also contributes to more accurate records. Less paperwork means less physical storage space in the office, and less time spent sending delivery confirmations.

Invoice Quicker

Research has shown that eliminating invoicing delay offers major financial benefits. Invoices sent within a week of work completion were paid on average in fewer than five days. Invoicing at the point of delivery will speed up your revenue cycle.

What Are the Benefits to Drivers & Couriers?

Saving time and money while making your customers happy are important aspects of the shipping business. As well, taking care of your employees and guarding them from burn out is also critical and connected with the health of your organization. If your drivers can't deliver shipments quickly and efficiently, then other parts of the business will not be able to thrive. An effective end-to-end visibility system should include a driver component, typically loaded up on their mobile device that includes shipment and route information as well as the ability to update delivery status from the field.

Other Key Benefits Include:

Reduce Miles Driven

With route optimization and on-the-fly adjustments, your drivers will be spending less time between stops, resulting in less driver fatigue.

Turn-by-Turn Directions

Another desirable feature for your driver app is turn-by-turn direction functionality. Take guess work and manual research out of the equation.

Complete Shipment Details

Avoid re-work due to incomplete information by placing full shipment details for every delivery assignment in the palm of your drivers' hands.

End-to-End Visibility: How It Works

Centralized, Online Dispatch Portal

01 **JOB AND SHIPPING LABEL CREATION**

End-to-end shipping visibility starts with a centralized dispatching system. This system is cloud-based and accessible from any internet connected device. Step one is to create jobs and enter all critical information including: request date, service and parcel type, pickup and delivery addresses, as well as details about all pieces to be delivered for a particular job.

Details

REQUESTED DATE

SERVICE TYPE

DESCRIPTION

PARCEL TYPE

Pieces

DESCRIPTION

WEIGHT   **LENGTH**   **WIDTH**   **HEIGHT**

UNITS OF MEASURE

KILOGRAMS

CENTIMETERS

Pickup Address

ADDRESS BOOK

COMPANY

ADDRESS 1

ADDRESS 2

CITY   **STATE / PROVINCE**

POSTAL CODE   **COUNTRY**

Once all jobs have been loaded into the system, you'll have the option to print labels from the job main listing of jobs.

🚚 Job History

REF. #	COMPANY	STATUS	SERVICE TYPE	SCHEDULED DATE	
PRATT14	Person X	In Progress	Ground	3/7/18	🖨 Print Label
PRATT06	Person X	In Progress	Ground	3/9/18	🖨 Print Label
SCR223	Person X	Complete	Freight	3/16/18	🖨 Print Label
SCR103	Person X	In Progress	Ground	3/13/18	🖨 Print Label
FEC563	Person X	Canceled	Freight	3/10/18	🖨 Print Label

ACME.

Same Day

From / De
Paul's Manufacturing
8164 St Hubert St.
Montreal, QC, H2P1Z2
4132567893
REF:

To / A
Smokey Sandwiches
6705 Rue Saint-Hubert
Montreal, QC
4235675678

Sort Code

H2S2M7

Comments:

Ref #:	ST3VDVL1X8ES2JW		
DATE:	2018-03-15	WEIGHT /POIDS:	1.00 kg
PIECES:	1 of/de 1		

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02 JOB ASSIGNMENT / DISPATCHING

Once jobs have been created and labels printed, it's time to assign the newly created jobs to your drivers. The dispatch portal will include list of all unassigned delivery jobs, and an easy drag-and-drop interface for dispatching jobs to available delivery drivers. To go a step further, there are tools that will automate the dispatching process based on routes and optimize jobs for the most optimal delivery time.

UNASSIGNED JOBS	DRIVER ONE	DRIVER TWO
Central Peel Secondary School 32 Kennedy Rd N Brampton, ON L6V 1X4 📅 May 13, 2018 2:14PM	**Molson - Ontario Office 4** 425 Water Street Plantagenet, ON K0B1L0 📅 May 11, 2018 11:34AM	
Budweiser Gardens 99 Dundas St. London, ON N6A 6K1 📅 May 12, 2018 9:40AM		

Each driver has their own profile, that is associated with their vehicle and shows critical information such as: weight of current load, real-time location, route information, scheduled delivery time for each job, expected time of delivery, and number of assigned jobs in queue.

John Morris

Route: Ottawa MKT (John Morris)

Last Reported: a day ago

Retail Client
2300 York Street
Ottawa, ON, CA

Schedule Delivery Date: 2018-03-09

Service Type: Regular (REGULAR)
Reference: 3
JOB9140000002

03 **REAL-TIME TRACK AND TRACE**

Once deliveries have been assigned, your drivers can provide real-time delivery updates from the field via a synchronized mobile app running on their mobile device. First, the driver will scan the barcode on the package. Next, they'll update the status as "picked up" which alerts dispatch of the status. Drivers also have the ability to update the delivery status while in-transit, and once the package has been delivered.

Even if drivers don't update from the field, your track and trace system will automatically update the dispatch and customer-facing tracking systems with real-time location information from your driver's mobile device and GPS coordinates.

04 **PROOF OF DELIVERY**

At the time of delivery, a driver simply:

- Scans the barcode on the package
- Captures the customer signature confirming receipt
- Updates the delivery status on their mobile app

Best-in-class systems will automatically provide your customers delivery documentation so you don't have to. What's more, is that you can invoice them immediately, without waiting for the paperwork to arrive back at the office, reducing the payment cycle.

Advantages of Rugged Android Mobile Devices

You have a choice to make when it comes to which devices to equip your drivers with. Rugged mobile computers running Android are a superior choice for several reasons:

01 **APPLICATION AND ENVIRONMENT**
Can your device survive the inevitable? In a line-of-business environment, you need something that won't fail in the face of drops, spills, extreme temperatures, or dust and dirt. You should also take into account whether the devices will be used in direct sunlight.

02 **LIFECYCLE MANAGEMENT**
Constantly replacing devices that have failed and/or upgraded too frequently can result in a fleet of mixed generation devices with significant support complexities and capital outlays. The accessories and chargers for newer models of a device may not be backwards compatible, requiring additional purchases. With Zebra for Android, the roadmap is clear.

03 **POWER NEEDS**
Will your device be in continuous use all day or over several shifts? Are your workers always on the move? Will they have access to a charger during the day? Power management goes beyond having a high-capacity battery that can last a single shift, or even being able to swap out a battery in the middle of a shift.

04 **SECURITY**
What are the risks and implications of a potential security breach? Securing a mobility deployment is a multi-faceted effort: from MDM selection and configuration; to policy definition, enforcement and training; and ultimately, to the capabilities of the device you select.
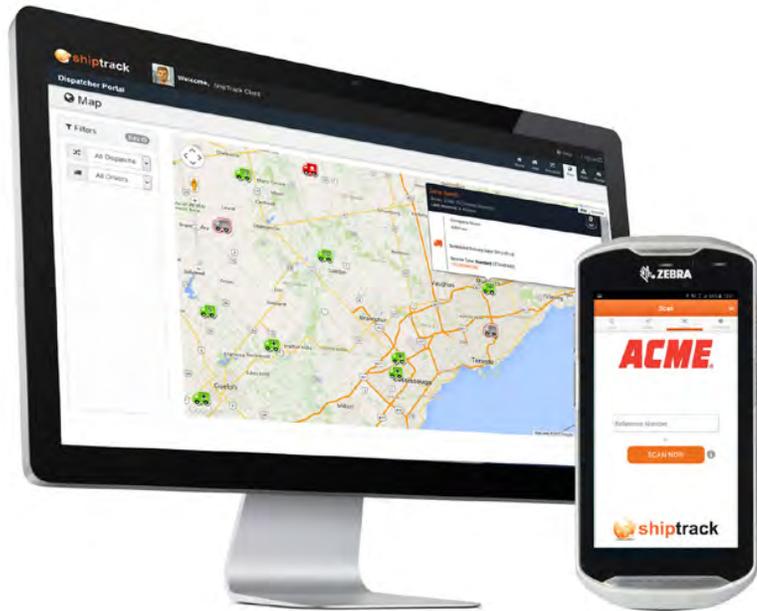
SHIPTRACK
IS DEVICE AGNOSTIC

It runs on virtually any handheld

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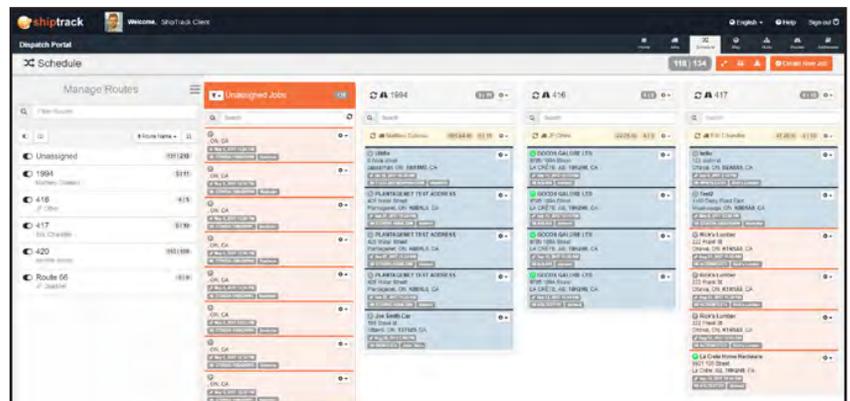## Built for the Transportation & Logistics Industry

ShipTrack is a Global Pickup & Delivery solution that provides small, medium and large parcel and freight companies, trucking companies and private fleets with a complete Track and Trace system with Proof of Delivery for your clients. The entire solution is designed to provide information to your shippers and consignees that rivals systems that the largest carriers have deployed for just pennies per load.

IDEAL FOR:
• Third-Party Logistics
• Couriers
• Manufacturers
• Retailers

BENEFITS:
• Real-Time Track and Trace
• Paper-Free Proof of Delivery
• Automated Dispatching
• Web-Based Tracking for Customers

RECOMMENDED SOLUTION

Delivery Tracking, Routing, and Proof of Delivery Solution

>> **BOOK A DEMO**

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ShipTrack is a leading, cloud-based delivery logistics management platform that uses process automation technologies to:

- Improve the efficiency and productivity of logistics providers

- Enable logistics providers to support a wide range of customer workflows

- Provide consignees tools to track and manage deliveries

ShipTrack has customers in a range of industries:

- Third-Party Logistics
- Couriers
- Manufacturing
- Retail/Etail

- Trucking
- Mailroom Operators
- Distribution

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