

Transportation and Logistics White Paper



Optimizing Delivery for Transportation and Logistics Services Providers: Challenges and Solutions





A key component of any logistics solution is transportation management and economics. Essentially, the logistics and costs associated with the movement of deliveries from point A to B. Managing deliveries has never been more crucial to overall business success. In terms of logistics, the competitive advantage depends on the efficient delivery of products. In terms of cost, transportation constitutes the single largest segment of overall logistics cost and must be managed carefully to avoid negative impact on the business's bottom line. In this white paper, learn the key challenges transportation and logistics service providers face and the means to overcome these with a viable track and trace solution.

Key Challenges for Transportation and Logistics Service Providers

As e-commerce continues to grow, “last mile” delivery, has become the toughest and most expensive part of the supply chain. There are plenty of intermediaries that touch a delivery between the warehouse and the end destination. Sometimes tracking information is not visible and accountability is lost.

Regardless of whether a fleet consists of two trucks or hundreds of trucks, businesses are constantly challenged by customer expectations and adverse economic conditions caused by everything from rising fuel prices to changing business practices. Gaining competitive advantage requires strategic planning and research.

Many transportation and logistics service providers utilize independent contractors as part of their business model for delivery. This approach lacks flexibility and involves significant investments in equipment, software, training and support costs.

Recent survey research has identified several organizational challenges. The three factors highlighted are cultural resistance to change, the inability to absorb new technologies and that existing technology infrastructure gets in the way of new initiatives.



How to Address Challenges and Find Solutions

Speed and Reliability

Control and reduce transportation costs by maximizing the number of stops a driver makes and minimizing the time the driver spends driving, back tracking or obtaining route directions. Route optimization is often obtained by grouping deliveries geographically to reduce drive time that would save on both time and fuel costs.

Accountability

No matter who or how many hands the shipment passes through along the way, liability and responsibility is the nature of the business. It is the driver's requirement to provide status updates and automatically report location in order to provide customers with immediate and comprehensive information about deliveries.

Competitive Advantage

Research forecasts that e-commerce will be a \$2.4 trillion industry by 2018. As a result, there is a corresponding demand and significant growth possibility for transportation and logistics solution providers to offer last mile delivery services. The opportunity to capitalize on this growing market is largely based on utilizing a cost effective and functional information technology solution.

Customer Expectations

In an ideal world, customers want rapid delivery as well as visibility and control over their deliveries; anytime, anywhere and from any place.

Contractor Ready

It is important to have a user friendly technology platform that contractors are able to use and not worry about obstacles with different hardware and software. The ability to support Bring Your Own Device (BYOD) initiatives means that drivers can use the device they are most familiar with, businesses can easily manage contractors when demand fluctuates and enjoy substantial capital and operating cost savings. Proper classification of contractors and employees is an important consideration for businesses in that there needs to be a clear division of each. Since contractors often have their own mobile devices it is only practical to have them use their own devices.

Adapting to Changing Business Practices

With anticipated and ever changing business practices it is of the utmost importance to stay ahead of the curve. The ability to facilitate proof of delivery and chain of custody are two examples of how transportation and logistics service providers are adapting to the changing business practices.

Information Technologies

Cloud technologies can easily be integrated with existing technology infrastructures and offer a range of additional benefits. They are not impacted by any concerns pertaining to in-place technology infrastructures.



ShipTrack is a turn-key, cloud-based logistics management platform that incorporate advanced, yet simple-to-use mobile technologies designed to automate the process for transportation and logistics services providers.

Speed and Reliability

The ShipTrack mobile driver app provides an intuitive, easy-to-use work load management and tracking capability. The ShipTrack administration panel provides process automation for delivery route optimization, order management/distribution, GPS tracking and several other business functions that result in reduced fuel consumption and faster deliveries.

Accountability

The ShipTrack platform enables the driver to scan each item for delivery. Once inducted into the ShipTrack system each item and its location is visible until a signed proof of delivery has been obtained. A variety of customizable scan codes updated by the driver keeps customers up-to-date on the status of their delivery.

Competitive Advantage

ShipTrack is a proven cost-effective logistics management platform that includes all of the functionality and benefits that businesses need. The ShipTrack cloud includes virtually unlimited scalability, operates globally, and is based on a pay-as-you grow pricing model.

Contractor-Ready

Since the ShipTrack software can be used on many different devices and operating systems, contractors

are able to use their own smartphones so they won't have to worry about learning different hardware. For the transportation firm, this means eliminating the need to rent or purchase hardware. ShipTrack supports the BYOD model and helps mitigate the risk in the compliance with the rules governing worker classifications. ShipTrack also makes it simple when a contractor's services are no longer required. To achieve this simply terminate the pertinent account.

Adapting to Changing Business Practice

A range of industries that solution providers service require increasing regulatory oversight of the items in their care. ShipTrack can be instrumental in establishing a chain of custody in situations where the business practices require this. The ShipTrack signed electronic proof of delivery enables delivery confirmation to automatically be returned to the source.

Customer Expectations

ShipTrack optimization and automation technologies have been developed with one focus in mind. That is to provide customers with unparalleled service for last mile delivery. Customers can track and receive automated notifications via the web about their delivery 24/7.



Information Technologies

As a cloud-based logistics solution, ShipTrack delivers many advantages to transportation and logistics service providers.

- 

Ownership Costs – There are no large upfront and ongoing investments to purchase and manage the software and the related hardware, servers, and facilities necessary to run it.
- 

IT Resources – No requirement to allocate trained or retrain IT support staff in order to ensure system is up and running when it's required. (hardware maintenance, server rooms, etc.)
- 

Capital Expenses – There are no set up or ongoing maintenance costs. ShipTrack ensure the system is always running and the data is secure. This allows IT staff to focus on innovations and business growth not maintaining technology.
- 

Usage-based Pricing – Cloud-based systems can cost 50% less than onsite ones. Usage-based pricing makes cash flow management more predictable and planning much easier.
- 

Simplified Upgrades/Enhancements – Cloud solutions like ShipTrack are continually upgraded so users can be sure they are always using the latest version of the application. There is zero involvement required by IT staff to roll out these upgrades.
- 

Improved Performance and Accessibility – ShipTrack has been architected from the ground up for maximum network performance and application availability. If there is a business spike, ShipTrack automatically adjusts and dynamically provisions additional resources to handle the load.
- 

Information Accessibility – ShipTrack provides real time data that can be accessed via the internet anywhere, anytime. Staff have access to information on laptops, smartphones and tablet devices all without extra set up fees or ongoing costs.
- 

Deployment Speed – ShipTrack requires no additional hardware to procure or install. ShipTrack can be rolled out across multiple regions, subsidiaries and divisions avoiding the cost associated with those roll outs. These benefits can add up to significant time savings. A ShipTrack deployment can be up and running in less than a day compared to weeks to implement an onsite solution.
- 

Scalability – Cloud systems are easier to scale giving their customers the flexibility to add more users as their business grows.





Logistics Management Platform for Transportation and Logistics Service Providers

Benefits

- Contractor-Ready
- Deliver Faster
- Eliminate Paper
- Enhance Driver Safety
- Fast & Easy Setup
- Increase Productivity
- Improve Customer Service
- Invoice Quicker
- Reduce Cost
- Try & Grow Program

Features

- Automatic Dispatch & Routing via ZIP Code
- Exceptions Management and Reporting
- GPS Tracking and Geocoding
- High Volume Scanning
- Item-Level Scanning
- Notification Management
- Proof-of-Delivery Electronic Signature Capture
- Real-Time Tracking and Tracing
- Route Building
- Web-Based Dashboard & Admin
- And Many More...



About ShipTrack

ShipTrack is an innovative logistics management platform that provides complete control and visibility of any shipment's movement worldwide. ShipTrack enables vendors all over the world to provide complete visibility and control that their customers demand of their deliveries. ShipTrack is a simple, easy-to-use service that is providing highly accurate shipping tracking to the masses. The shipping system has the potential to benefit companies of all sizes by increasing delivery speed and reliability, improving customer service and retention and streamlining operations. The ShipTrack smartphone app is a real-time shipping tracker that allows for easy management of multiple drivers, deployment of a fully branded web portal, and the collection of valuable reports and business metrics.

To learn more about how ShipTrack can simplify your business, contact us at info@shiptrackapp.com.