

A key component of any service provider's logistics solution is transportation management. Essentially, it is the logistics and costs associated with the movement of deliveries from point A to B. Regardless of whether a fleet consists of two trucks or hundreds of trucks, distributors and wholesalers are constantly challenged with adverse economic conditions caused by everything from emerging technologies to innovative ways to streamline operations.



## Wholesale / Distribution Solution Sheet

### CHALLENGES

#### Driver Management

Many service providers are striving to generate new revenue opportunities. By implementing better business practices firms will be further prone to manage these opportunities. One method would be to better manage the driver pool by endorsing automated tools to manage allocated workloads. Leveraging modern technology, drivers will then be equipped with simple, user-friendly tools to complete day-to-day tasks. Managing drivers by improving communications with simple technologies will assist with profit growth and increased market share.

#### Economics

The last mile delivery challenge is not a recent occurrence but has become cost-prohibitive, especially for retailers. In terms of cost, the last mile constitutes the single largest segment of overall logistics expenditures and must be managed carefully to avoid negative impact on the business's bottom line.

#### Custom Integrations

It is important to be able to integrate with industry leading systems and also with home-grown systems that businesses rely upon, either via XML, CSV, flat file or web service based integration. IT staff should focus on innovations and business growth not maintaining technology.

#### Proactive Status Updates

The e-commerce marketplace will benefit from more proactive information sharing between consumers and retailers, which in turn will trim operational costs. Regardless of how many hands the delivery passes through along the way, accountability and responsibility is part of a profitable delivery model. It is up to the distributors and wholesalers to provide status updates in order to equip consumers with immediate and comprehensive status regarding deliveries.

### BENEFITS

#### Operations Streamlined

Detailed delivery information is sent directly to drivers' mobile devices, where they can remotely update the deliveries in real-time. With ShipTrack, administrators can easily set up, configure and manage multiple geographically distributed sites through an intuitive graphical user interface. As a result, businesses that are ShipTrack enabled are able to make deliveries faster and more reliably, operations are streamlined and profits are improved.

#### Seamless Integration

ShipTrack has been designed to operate as a stand-alone system as well as part of an enterprise ecosystem of technologies. To enable a seamless experience with other key systems, ShipTrack complies with industry standard EDI and Messaging conventions. This ensures ShipTrack is simple to implement and provides a seamless end-user and technology experience.

#### Unified Flow of Communication

ShipTrack is designed to automate the process for distributors and wholesalers. Deliveries often fail to reach the intended recipient on the first delivery attempt that translates to increased costs in both time and fuel. ShipTrack enables distributors and wholesalers to notify their customers their delivery is ready for pickup at an alternate location. ShipTrack and the online reporting capacities enables retailers to avoid these increased costs with a unified flow of communication.

