

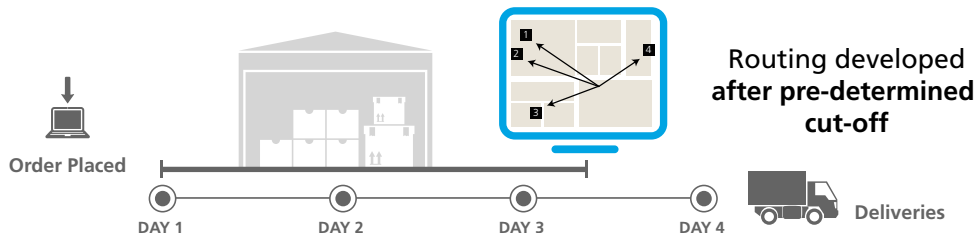
Route Optimization: Always On vs. Batch

Driving Fleet Peak Performance with Continuous Optimization

Today's world is real-time, responsive and always on. To manage and serve customers' nonstop needs, market leaders are adopting an always-on business model. By leveraging new technology that enables continuous route optimization, companies can offer next-day, same-day and dynamic delivery appointments to improve service while maintaining or reducing costs.

Traditional Batch Model

Routing optimization occurs on **pre-determined cut-off dates** and ends when delivery schedules are finalized

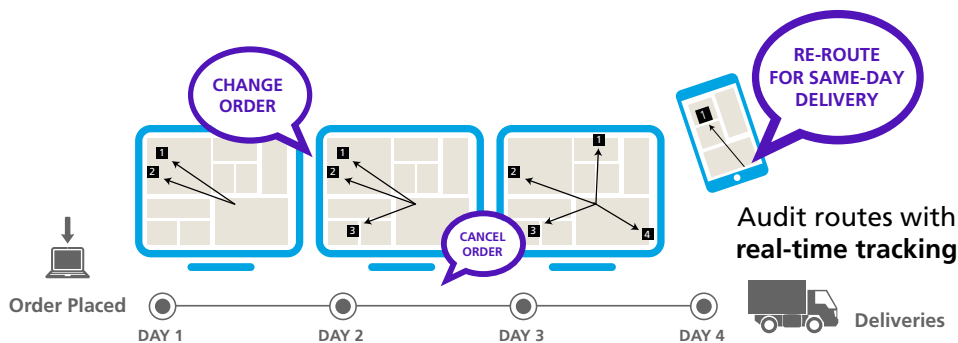


Batch

- » Data not always available for best options
- » Routes created at pre-determined cut-offs
- » Static delivery appointments with longer time windows
- » Limited delivery options; no same-day service

Continuous - Always On Model

Routing optimization begins **immediately after order is placed** and continues through delivery



Continuous

- » Interactive system
- » Real-time data constantly available for better results
- » Routes updated as orders received
- » Wave picking enabled
- » Dynamic delivery appointments with tighter time windows
- » Same-day service offered

Always On Model – A Profitable Choice



Increased Sales

- » Enhanced omni-channel sales & fulfillment
- » More transactions closed
- » Better customer experience with more choice for delivery options



Reduced Expenses

- » Fewer vehicles
- » Better/right sizing driver pool
- » Lower cost per mile
- » Reduced replenishment costs