

6 Tips for Choosing the Right Routing Partner:

Boost Your Fleet's Performance

In the fast-paced world of distribution, **route planning** is the linchpin to success. To ensure your logistics operation is operating at its peak, it's crucial to evaluate route planning solutions carefully.

We have outlined six actionable areas to focus on when considering your options. These considerations will not only optimise your logistics operations but also boost your business's overall performance.

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Optimisation Engine

The sophistication of the optimisation engine is a game-changer in **route planning**. It can significantly impact the results and overall business value. To make the right choice, understand the optimisation approach offered by vendors and test its capabilities thoroughly. Look for solutions with multiple optimisation engines to handle different types of planning requirements. The ability to configure algorithms without extensive customisations is also a crucial factor to consider.

Business and Road Network Modeling

Accurate modeling of business policies, operational constraints, and road network attributes is essential for producing the best route plans. Failure to do so can result in suboptimal performance and missed customer commitments. Effective modeling, when combined with an optimisation approach that understands the business environment, leads to the highest return on investment.



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Advanced Planning Capabilities

Route planning can be a complex process, and planning time is critical in delivery operations. The best planners often employ multi-step processes and seek visibility into the planning process to achieve optimal results. Features like **continuous optimisation** enable 24/7 planning and proactive adjustments, while planning automation streamlines the process, reducing time and resource requirements.

Control Tower User Interface

Without an intuitive user interface, route planning can be daunting. A **control tower** interface provides a single view into the planning process, tracks key performance metrics, and supports scenario planning. Graphical representations of data, including customers, orders, resources, and routes, are essential for planners to quickly understand plan results and actual performance. Customisable views and role-based access enhance usability.



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Analytics and AI

Analytics play a crucial role in evaluating plan versus actual performance, identifying trends, and gaining insights into delivery operations. **AI**, particularly **machine learning**, enhances planning accuracy by leveraging data from GPS tracking. By utilising this data, machine learning can predict stop locations, drive times, service and stop times, and even productivity factors for drivers. This results in more accurate route plans and improved overall productivity.

Integration with Real-Time Execution and GPS-Based Solutions

Route planning doesn't operate in isolation. Integration with route execution solutions allows for seamless publishing of route plans and real-time updates. This ensures consistency in master data and enables changes to route plans and progress updates in real-time. Additionally, **GPS-based mobile data** solutions provide valuable feedback on field performance, helping evaluate plan effectiveness and identify outliers in performance.



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Conclusion

In conclusion, choosing the right routing partner is a strategic decision that can significantly enhance your fleet's performance. By leveraging these tips, you equip yourself with a thorough understanding of what to look for in a partner. It's not just about finding a solution; it's about finding a partner that aligns with your operational goals, understands your industry's unique challenges, and offers scalable, innovative solutions to meet your evolving needs.

Remember, the ideal routing partner is one that contributes to your fleet's performance, reliability, and overall success. Invest time in evaluating your options carefully, seeking a partner that will not only meet your current requirements but will also grow and adapt with your business. With the right routing partner, you can look forward to improved route planning, cost savings, enhanced customer satisfaction, and a noticeable boost in your fleet's performance.

Take these insights forward as you embark on the journey to optimise your fleet operations and watch as your decision brings about transformative results for your business.

With over 30 years of technological innovation, Descartes is trusted by over 5,000 global customers for its routing solutions. Our approach combines cutting-edge technology with expert industry knowledge, exceptional customer support, and robust financial health, all aimed at delivering outstanding results for our clients.

*Discover why Descartes should be your choice for route optimisation. **Contact** our solution experts today to explore how we can align with your specific needs and goals.*