

# Route Optimization

How Route Optimization Software  
Can Work for Your Fleet



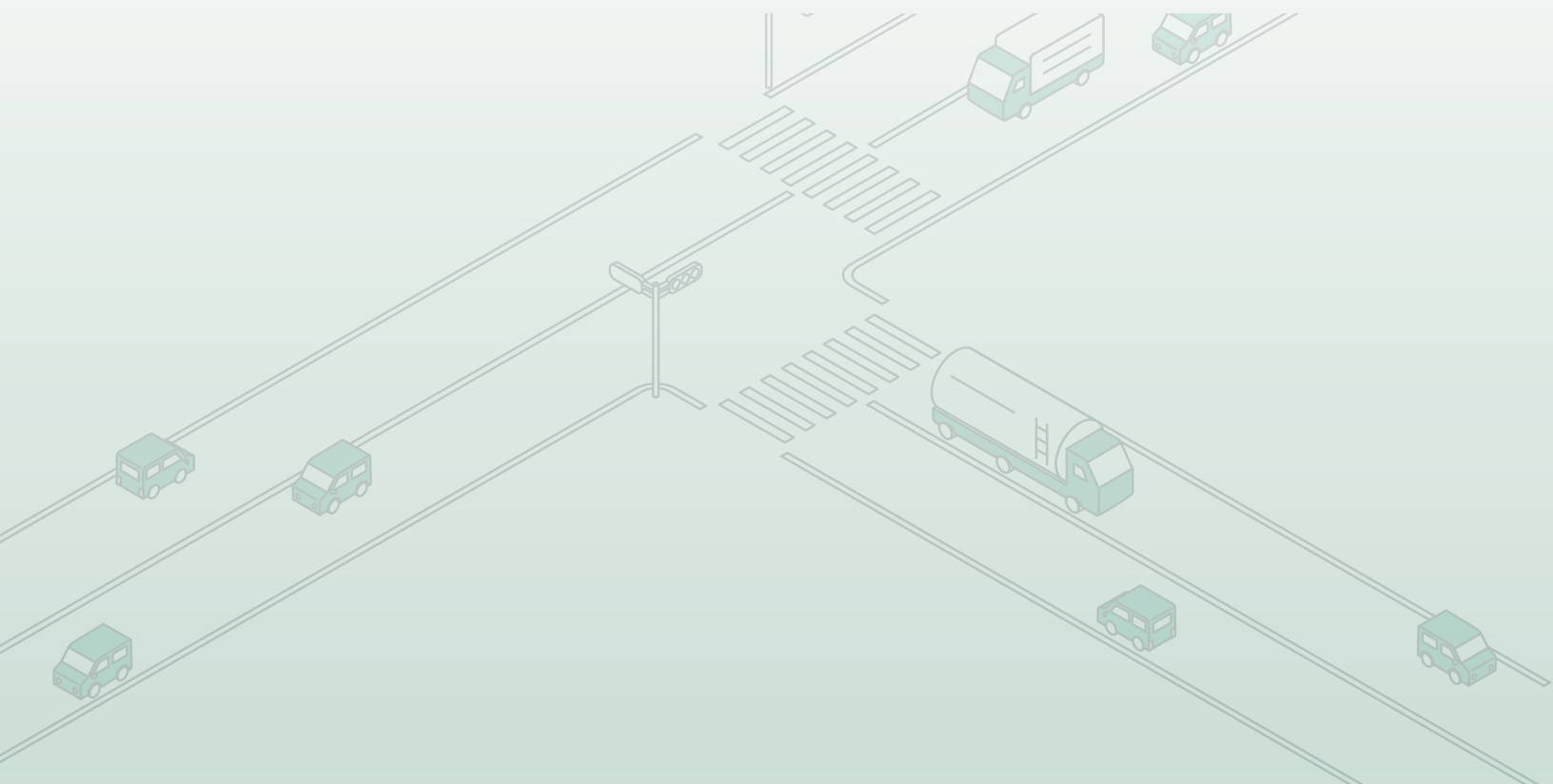
**azuga**™

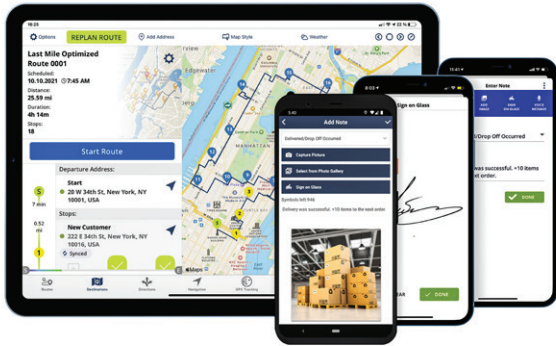
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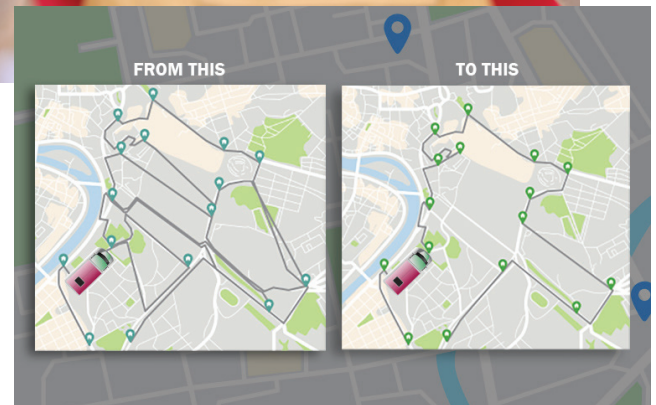
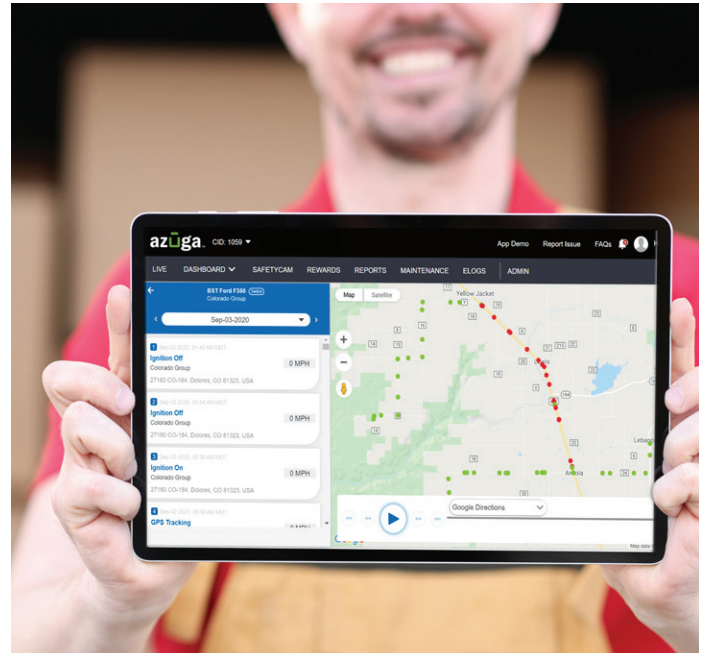
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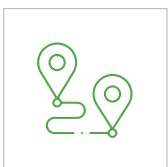
## How Route Optimization Software Can Work for Your Fleet

Route optimization is a technology that fleets use to get to each destination throughout the day in the most efficient way possible. This software harnesses algorithms, GPS, traffic data, and historical information to find routes with the fewest hindrances and that use the least amount of fuel. It is one of the most valuable tools at a fleet's disposal if used to its fullest potential. Without route optimization software, fleets may be left inefficient and struggling to keep up with their competitors. This chapter will discuss how route optimization software works, how it can benefit your fleet, and what features Azuga's route optimization software offers.

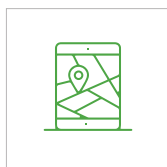


## How Does Route Optimization Work?

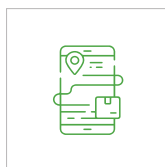
People have been using different methods for route optimization since the fleet business started. Previously, paper and pencil were common, along with best guesses based on historical data, but now we have evolved towards better route optimization methods. There are three ways still in practice today, and some of these methods are better than others. We will discuss these methods below.



Static Routing



Dynamic Routing



Real-Time Dynamic Routing

## Static Routing

With static routing, route planners will only change their drivers' routes annually or semi-annually. This method is typically used for long-haul fleets. It is also used for fleets with consistent delivery locations, delivering on the same schedule every trip. However, because it does not account for day-to-day changes, this is the least popular method of route planning these days.

## Dynamic Routing

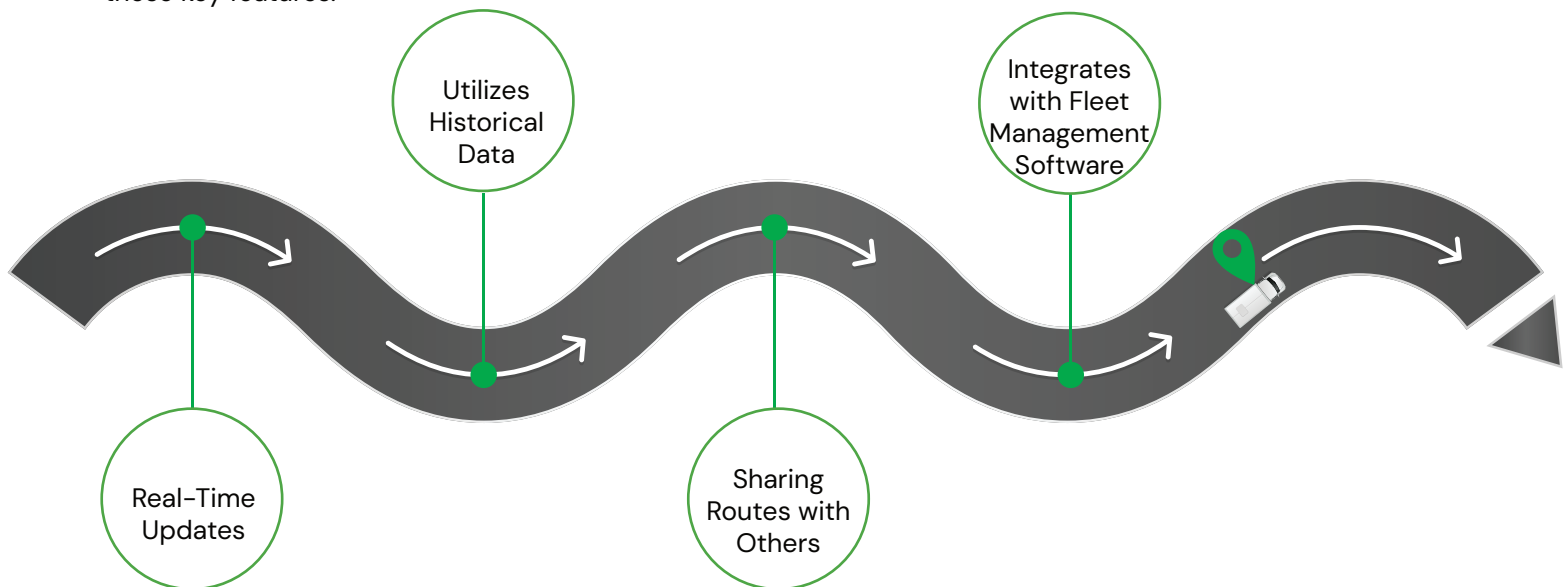
Dynamic routing is an improvement on static routing because it accounts for changes that may occur day-to-day. When using the dynamic routing method, route planners change routes daily, considering traffic patterns and historical data. This means that the method is more up-to-date since dispatchers can change drivers' routes until the truck is routed. Businesses with routes changing every day are more likely to use this method.

## Real-Time Dynamic Routing

Real-time dynamic routing is the most up-to-date route planning method available today. Dispatchers can change a driver's route while they're on the road as new jobs come in or traffic patterns change. Because it is so adjustable, this is the most popular and efficient route optimization method. This is also the method we will be discussing in this chapter.

## Most Important Features of Route Optimization Software

Route optimization software comes with all sorts of bells and whistles these days, and it can be hard to decide what the best option is for your fleet. If you're looking to invest in route optimization software for your business, there are a few different features that you should keep in mind. All of the best route optimization solutions have these key features.



### Real-Time Updates

We mentioned that real-time dynamic routing is the best method for route planning, and this is because it works in real-time. In real-time dynamic routing, your software will update your routes when a new order comes in or when a customer cancels an order, so your drivers can change course as needed in the middle of their trip. Routes change based not only on job-related data but also on traffic

concerns that may cause delays to drivers arriving on time. If a traffic jam, road closure, or accident will slow down your driver, the route will automatically update and find a way to get there faster if possible. If your software doesn't update in real-time, your drivers will wind up stuck in traffic jams or visiting customers who no longer need them while missing out on those who do.



## Utilizes Historical Data

Your route optimization software shouldn't only be taking data from the present moment into account. It should also use historical data to make decisions. For example, it can gather information regarding traffic at a particular time of day, which can be beneficial for planning rush hour traffic or navigating school zones. Furthermore, it can even harness customer data such as preferred time slots or availability to help determine when to factor specific customers into the route. Taking advantage of historical data is instrumental in building a foundation that creates the best route for the present.

## Sharing Routes with Others

You may not find this feature on all route optimization software, but it is certainly helpful to have. The ability to share routes is a surefire way to maximize efficiency. Drivers cannot constantly update their managers to tell them where they are while on the road. We discussed earlier in this ebook how dangerous cell phone use is while driving. It is not only unsafe, but it is also highly unsafe, a waste of time, and frustrating for everyone involved. Instead of keeping track via phone, fleet managers can track their drivers using fleet management software and trust that they know where to go due to their route planning software guiding the way. Route planning software can also send notifications to the customer when the driver is getting close, so the customer is ready for them, and everything goes smoothly upon arrival.

## Integrates with Fleet Management Software

We mentioned above that your route optimization software needs to connect with your fleet management software to streamline the entire job process. If everything is connected, when job orders come in, the system will automatically update your drivers' routes and help them reach more customers in the least amount of time. Furthermore, the system will also gather customer information from your fleet management software and use it to optimize routes. If your route optimization software doesn't integrate with your fleet management software, you won't be able to use a good portion of its features.



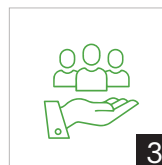
Cut Delivery  
and Service  
Times

1



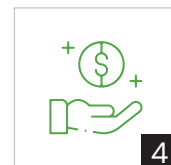
Streamline  
Dispatching

2



Improve  
Customer  
Service

3



Save on  
Costs

4

## Methods for Leveraging Route Optimization Software

If you have route optimization software, you need to ensure that you get the most out of what you have. You can't risk wasting your investment or falling behind your competition. Luckily, we have some tips to help you take full advantage of your route optimization software and reap all of its benefits.



## No. 1: Cut Delivery and Service Times

Perhaps the most straightforward use of route optimization software is saving time on delivering goods and services. All you have to do to save time with route optimization software is use it. It will find the quickest way to your destination, avoiding traffic, congestion, and even construction delays. You never want your drivers wasting time rerouting due to sudden problems on the road or sitting in traffic jams for long periods of time, so route optimization is an immense bonus for any fleet. However, route optimization software saves time in various other ways as well.

It also saves time because it updates in real-time. Whenever jobs are added, canceled, or changed, your drivers know right away without having to wait until they're off the road to check a voicemail or text. Therefore, if a job is canceled, your driver won't show up at the customer's location anyway, wasting time they could have spent getting ahead of schedule. Furthermore, it allows you to help more customers throughout the day, as you can make up for canceled customers with new customers.

Drivers will also rarely become lost with route optimization software. It gives step-by-step directions that make it harder to slip up. You never want your drivers aimlessly wandering around the city, lost. This puts a massive dent in your productivity and could even be dangerous. You can avoid this problem entirely with route optimization software.

## No. 2: Streamline Dispatching

Dispatching can be a great challenge for fleet managers who have a lot of vehicles on their fleet. Luckily, fleet management software goes a long way towards making this process easier, and route optimization software is one way to do so. This is because route optimization software does everything automatically.

Whenever you enter a job into route optimization software, it automatically adds that job to your driver's list. It integrates it seamlessly into their route in the most efficient way possible. Not to mention, you never have to worry whether or not you are getting the most out of your vehicles because fleet management software works with route optimization software to ensure that your vehicles are working efficiently to serve your business better.

Furthermore, it improves communication between everyone in the process: drivers, managers, and customers. Managers don't need to call drivers to update them on changes to their routes because it will automatically update on their phones. And drivers don't need to contact customers to let them know when they're nearby because the system automatically notifies them. This improves driver safety and makes the entire dispatching process more efficient.

## No. 3: Improve Customer Service

Naturally, your fleet prioritizes good customer service at the very top. Your business won't get very far without a solid customer base. Improving your business's customer service is one of the greatest advantages of route optimization.

The most obvious way that route optimization software improves your customer service is by ensuring that your drivers are always on time. Customers have higher demands than ever, and your drivers must be on time. Luckily, with route optimization software, your drivers can avoid most of the delays that would make them late.

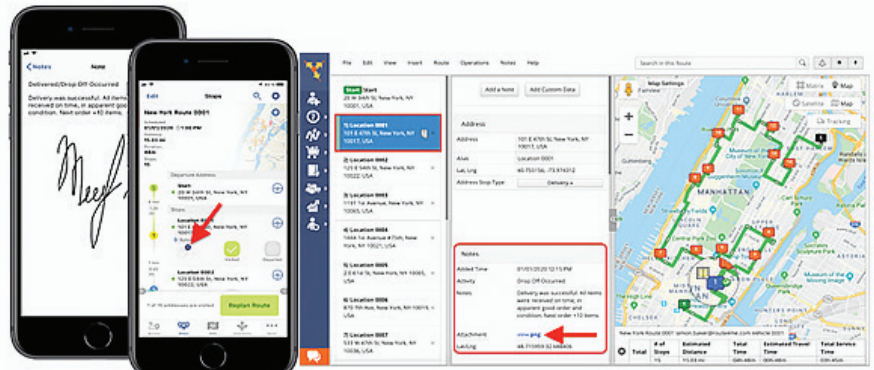
Secondly, the updates we have discussed keep customers in the loop about when their drivers will arrive. Nobody likes to wait all day, so keeping in communication with your customers is a certain way to impress them.

## No. 4: Save on Costs

Every fleet business is looking for ways to save money, and route optimization software is an excellent way to do so. There are a couple of different ways that route optimization software can help you save money in your budget.

The most significant way to save money with route optimization software is in your fuel costs. Fuel costs make up a substantial portion of a fleet's budget, even when fuel prices are stable. However, route optimization cuts down on the amount of fuel your fleet uses, ensuring that you can cut down on those costs and save your fleet some money.

You can also save money on your insurance premiums. Route optimization is considered a safety feature by most insurance companies, and they will therefore offer insurance discounts to fleets that use route optimization software. Ask your insurance provider if they provide discounts for fleets that use route optimization.



## Features of Azuga Routes

Azuga Routes helps all kinds of fleets improve their route planning and route optimization. To cut operating expenses, streamline asset distribution, improve customer satisfaction, and increase profits, Azuga Routes offers a variety of features that we have mentioned in this chapter and even some that we haven't.

- **Route Planning and Optimization:** You can optimize routes with multiple stops and accurate time windows
- **Dispatch Routes to Drivers:** You can send routes to your drivers' mobile devices and receive real-time changes. Drivers can also add notes, photos, and video.
- **Plan Routes with Ease:** You can view, modify, and dispatch multiple routes on one screen.
- **Schedule Routes:** It's easy to schedule and dispatch routes in advance.
- **Integrated Telematics Data:** View planned versus actual routes and automatically sort stops as visited and departed.
- **Customer Notifications:** Customers get notifications every step of the way until their driver arrives.
- **Advanced Routing Rules:** Set various rules for routing such as right and left turn restrictions, time windows, and maximum stops per route.
- **Manage Operations:** You can review and analyze your team's performance in real-time.

Azuga Routes is the best software available for route planning and optimization. You can read more about the features we offer on our feature page or try out a demo on our website. Once you start optimizing your routes, you'll be impressed with the time and money that you could have been saving all along.

## References

Know more about Azuga Route Optimization Software:

<https://www.azuga.com/azuga-routes>

Schedule a Demo:

<https://www.azuga.com/inquiry/azuga-routes-demo>



# About Bridgestone

Nashville, Tennessee based Bridgestone Americas Tire Operations is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company offering a wide range of Bridgestone, Firestone and associate brand tires. BATO maintains wholesale and original equipment sales operations across a broad line of products, including passenger, light truck, commercial truck and bus, agricultural, motorcycle, kart and off-the-road tires.

Additional US subsidiaries include Bridgestone Retail Operations which operates the largest network of company-owned automotive service providers in the world – nearly 2,200 tire and vehicle service centers across the United States – including Firestone Complete Auto Care, Tires Plus, Wheelworks and Hibdon store locations. Bridgestone authorized dealers consist of independent tire retailers that are authorized to sell and service Bridgestone or Firestone products. BATO's Commercial Solutions Group also has an extensive dealer network that also includes Truck, Bus, Radial Division. In summary the Bridgestone network consists of approximately 5,400 service locations for tire, automotive and fleet solutions.

Below is a complete list of links to our products for Commercial, Retreads and Consumer tires.

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### Bridgestone Brand

Alenza, Blizzak, DriveGuard, Dueler, Ecopia, Potenza, Turanza

Bridgestone Consumer product

website: <https://www.bridgestonetire.com/>

Bridgestone Commercial product

website: <https://commercial.bridgestone.com/en-us/index>

### Firestone Brand

All season, Champion, Destination, Firehawk, Transforce, WeatherGrip, Winterforce

Firestone Consumer product

website: <https://www.firestonetire.com/>

Firestone Commercial product

website: <https://commercial.firestone.com/en-us/index>

### Bandag Retread

website: <https://www.bandag.com/en-us/index>

## About Azuga

Azuga, a Bridgestone company, is a leading global connected vehicle platform, helping our customers turn data about vehicles and their use into intelligence that improves operations and safety while reducing costs and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, encompassing hardware, the Azuga One platform, award-winning fleet applications and data analytics. Azuga is headquartered in Fremont, California.

Our award-winning Azuga Fleet solution is used by thousands of customers—from the small fleet of one or a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing.

