Bettermile

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Last mile, made better.

Last mile delivery is operationally complex and full of constraints: incomplete address data, changing tour sequences, tight service times, daily volume swings. Bettermile helps logistics teams manage that complexity without adding friction to their operations.

2017
Founded, Berlin

15,000
Drivers on the road daily

15
Countries in Europe and North America

5
Products, one suite

Who Bettermile is, in one paragraph

BOILERPLATE, FREE TO QUOTE

Bettermile is a Berlin-based software company for last mile parcel delivery. Its geo-driven SaaS suite covers address processing, tour planning, route optimization, driver navigation and real-time tracking, and is used by express, courier and parcel organizations across Europe and North America. Around 15,000 drivers work with Bettermile every day, and more than two million parcel recipients follow their deliveries through it. Products are available as single modules or as one suite, with integration support from Bettermile's own success management team.

Facts

FOUNDED
2017

HEADQUARTERS
Oranienstraße 183, Berlin

SECTOR
Last mile logistics software (SaaS)

MARKETS
13 European countries, USA, Canada

CUSTOMERS
CEP carriers and delivery networks

TEAM
Logistics, IT, tech, UX and support specialists

What the suite does

Five products cover the delivery day from planning to doorstep. Underneath them sits Last-Mile Intelligence™, the shared layer that turns delivery signals into predictions, prioritisation and automation.

- **Plan** balanced tours before the shift starts
- **Clean** address data and geocode every stop
- **Sequence** 150+ stops under real constraints
- **Track** parcels with delivery windows down to ten minutes
- **Steer** the day from the back office, live

From one driver app to a five-product suite

Bettermile started on the road. In 2017 a small team spent months in depots across Europe: early shifts, ride-alongs with parcel drivers, long conversations with operational management about what actually breaks on a delivery day.

> **“We were amazed to discover that drivers were planning their tours on laminated maps, setting dots with a red marker. Every day anew. Meanwhile we navigated to the depots using Google Maps.”**
>
> Simon Seeger, CEO and co-founder, Bettermile

Back in the office the team sketched an intuitive driver app on a whiteboard. A prototype went out on real tours, came back for changes, and went out again: explore, build, test, repeat, until a whole fleet could run on it. That loop is still how Bettermile works: nothing ships to drivers before it has survived a delivery day.

What began as one app is now five products. Depot teams asked for planning before the shift, dispatchers for live control during it, IT leads for clean address data underneath all of it. Each product answers a request that came from an operation, not from a roadmap.

Rollouts follow the same principle. Every new market means onboarding depots and drivers in person, which is where Bettermile learns what a country's operation needs. Some organizations take the road-ready package with apps and managed devices; others integrate single modules into infrastructure they already run.

2017

Depot visits and ride-alongs across Europe. First driver app prototype.

2019–2023

Fleet-wide rollouts, tracking for recipients, address and routing APIs.

Today

Five products and a shared intelligence layer, live in 15 countries.

The numbers behind an ordinary Tuesday

Every figure below is measured in live operations, not in a lab. They are the volumes Bettermile handles on a normal working day.

15,000
Delivery drivers working with Bettermile daily

2M+
Parcel recipients tracking a delivery each day

150+
Stops per tour sequenced under real constraints

10 min
Delivery window accuracy for recipients, from machine learning on live tours

12–15 min
Saved per driver per day at a southern European network after three months of clean address data

4×
Productivity gain for new drivers within their first two weeks

64%
OWN RESEARCH

of consignees expect real-time tracking with every parcel they receive, according to Bettermile's European Last Mile Delivery Experience study, the first edition of which surveyed recipients across Europe. Full report and data available to press on request.

Five products, one delivery day

Available as stand-alone modules or as an integrated suite. Each one is named for the moment in the day it supports.

Better Planner

Dispatch teams build balanced tours and clear loading zones before the shift begins, using planning models trained on their own history. Fewer parcel swaps, fewer overtime routes, no idle drivers at 7am.

Better Places

Special characters, missing house numbers, mystery postal codes. Better Places corrects and normalizes addresses and returns rooftop-level coordinates, so drivers stop fixing address data on tour.

Better Route

Rush hour, left turns, deliver-before-noon. Better Route sequences 150+ stops against those constraints and re-optimizes when the day changes, with turn-by-turn navigation and audio prompts for the driver.

Better Tracking

Recipients get a live delivery window that narrows to ten minutes as the driver approaches, in the carrier's own branding. The door is open when the driver arrives.

Back Office

Route supervisors, operations staff and transport partners watch every tour as it runs, compare performance across depots, and step in at the stop that needs it, not at the end of the shift.

THE LAYER UNDERNEATH

Last-Mile Intelligence™

Not a product to buy. It is the shared layer across the suite that turns delivery signals (addresses, tour history, driver behaviour, live positions) into predictions, prioritisation and automation. It is what lets a planner see tomorrow's imbalance today, and a recipient see a ten-minute window.

For quoting and for publishing

> “Efficiency only holds if it works for the person in the van. That is the test we apply to every release: does a driver finish the day earlier, and does the recipient know when we are coming.”

Simon Seeger, CEO and co-founder

> “Depot managers do not need more dashboards. They need to know which of tomorrow's tours will run long, while there is still time to change it.”

Bettermile product team

Media assets

Logos, product icons, screenshots and driver photography are available on request in print and web resolution.

- Use the logotype on white, light blue-grey or the brand gradients only.
- Keep clear space of at least the height of the logomark on all sides.
- Do not recolour, stretch, outline or add effects to the logo or product icons.
- Product names are written Better Planner, Better Places, Better Route, Better Tracking, Back Office.

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