

DATA IN ROUTE OPTIMIZATION




State of play, issues and best practices

Absolutely essential, data is at the heart of digitalized processes and especially of **route optimization solutions**.

What data do you really need for route optimization?




01.

Tasks orders:

-  A precise destination address
-  The characteristics: weight and dimensions of the package, type of service to be performed...
-  Time slots for delivery




03.

Specific constraints of an activity:

-  Delivery facility constraints
-  Specific skills mastered only by certain technicians
-  Regulations




02.

Available resources:

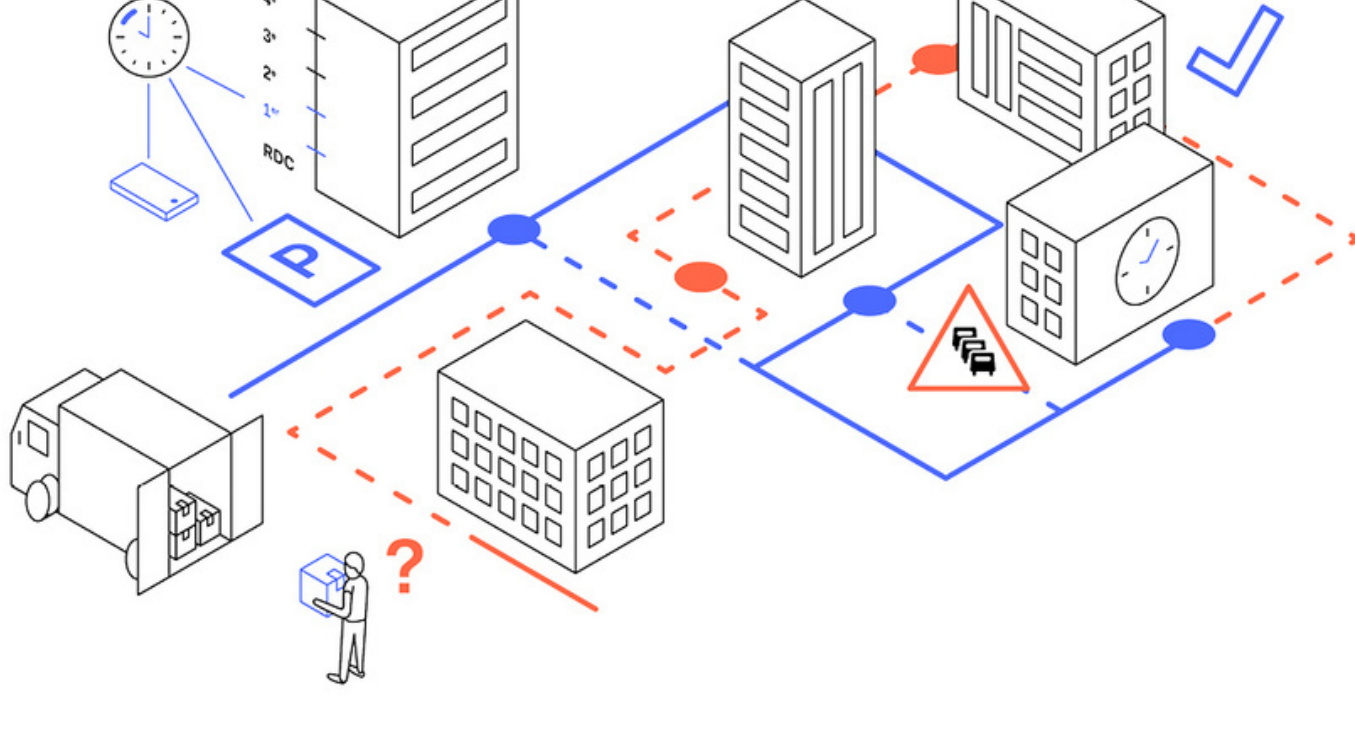
-  The number of delivery drivers with their work schedules
-  Their location of departure and end of tour
-  The type of vehicle with its loading/unloading constraints

04.

Data provided by the software publisher:

-  The geocode of the addresses
-  The distances between each point
-  Traffic fluctuations

Poor data quality: what is the impact on route optimization?



In logistics, it is very common to have missing or incorrect data: an inaccurate address, interchanged fields (e.g. phone number in the address field), wrong package weight or size, etc.

Some data is only known by operators: A customer has a preference for a given operator, A driver is late this morning...

If the route optimization software is unaware of this essential information, it won't be able to plan the best routes possible.

Which solutions should be implemented to improve data quality?

Going digital step by step

Best practice: Start your data project with small projects in terms of time and effort by performing several iterations of increasing scope as the project unfolds.

Benefits: This allows you to acquire a true understanding of your data needs without turning the entire organization upside down.

Start with simple and practical use cases

Best practice: Identify practical uses of data in the field.

Benefits: This quickly bring value to the company and its employees and facilitate the acceptance of the project.

Change management support

Best practice: Set up a dedicated team for the project, include the teams from the start and show them the benefits.

Benefits: This allows teams to be truly involved in a project that matches with their business needs and in which they measure their role in its success.

A route optimization software publisher must be able to support its client in its digital transition.

More than a software provider, it must be a true partner on these data issues.

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