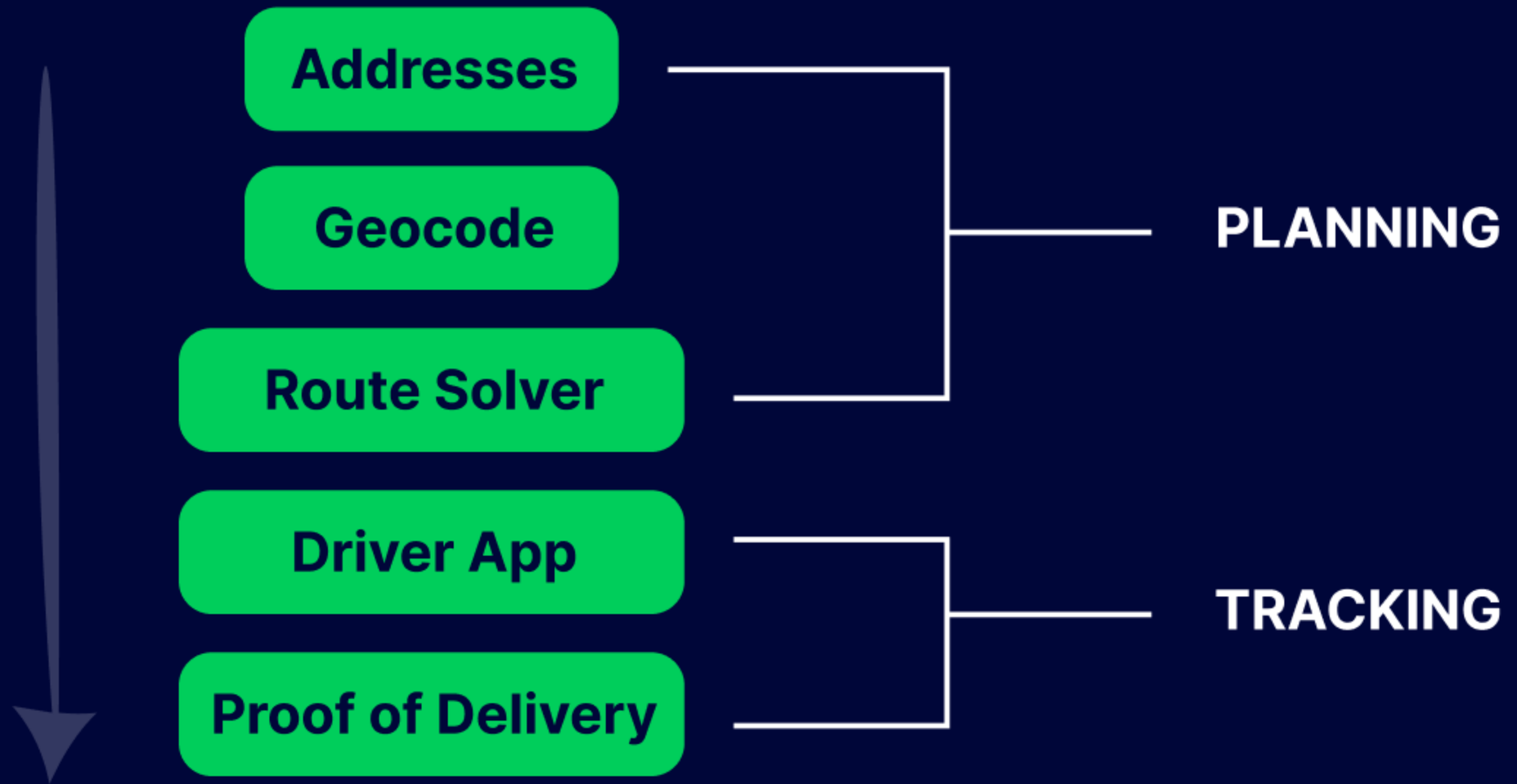
Intelligence & Learning in Last Mile Logistics

SAURABH DAS

LOGISTICS TECH 101



Sounds like it should work. Except...

1

Wrong fulfilment locations

<20%

Deliveries completed at pinpoint location

2

Variable service times

50%

Deviation of last mile deliveres attributed to service time

3

Inefficient Routes

20%

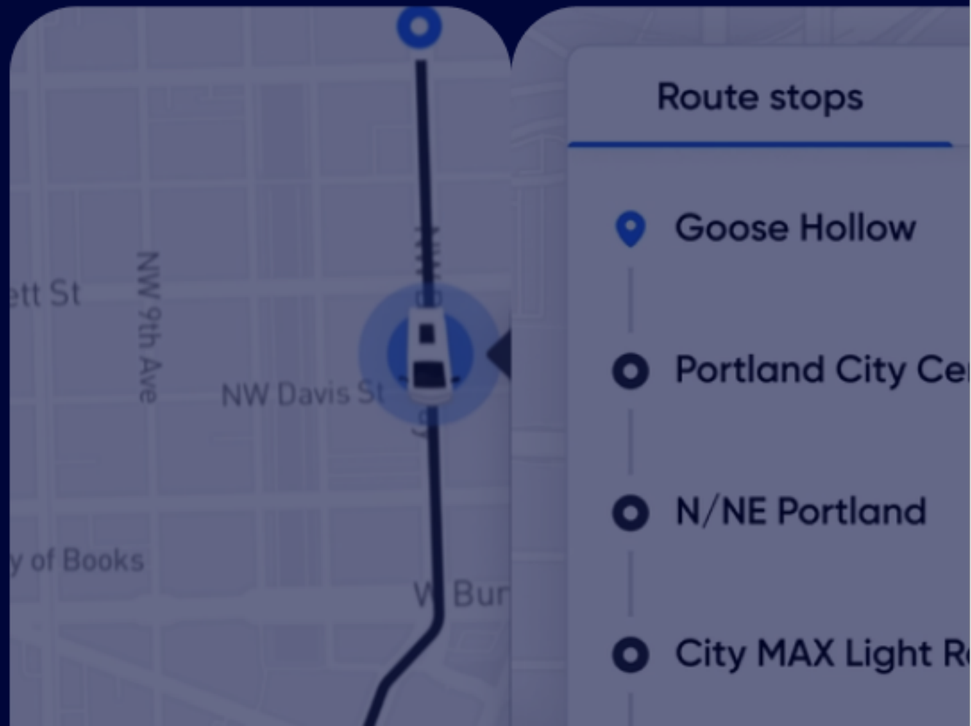
Delays accounted for by inefficient routes

Let’s take a step back

Broader problems

Fulfillment Failure Cascade

Single exception to happy path
impacts many customers in sequence



Let’s take a step back

Broader problems

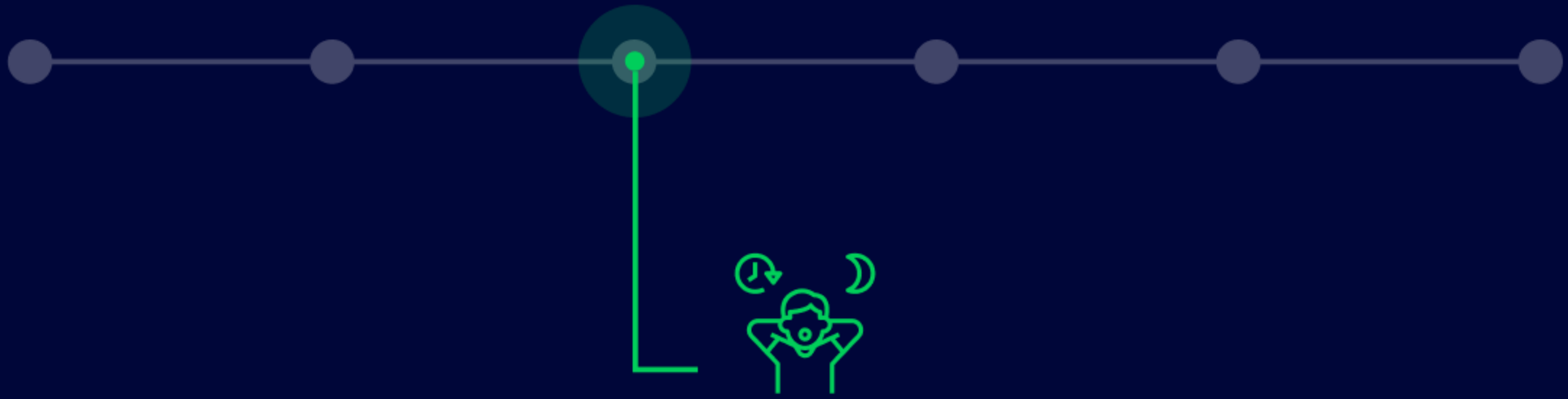
Fulfilment doesn’t respond to dynamic conditions

Issues are not propagated to ops or customers

Ops managers cannot take steps to rectify mistakes before they become errors

Let’s take a step back

Broader problems

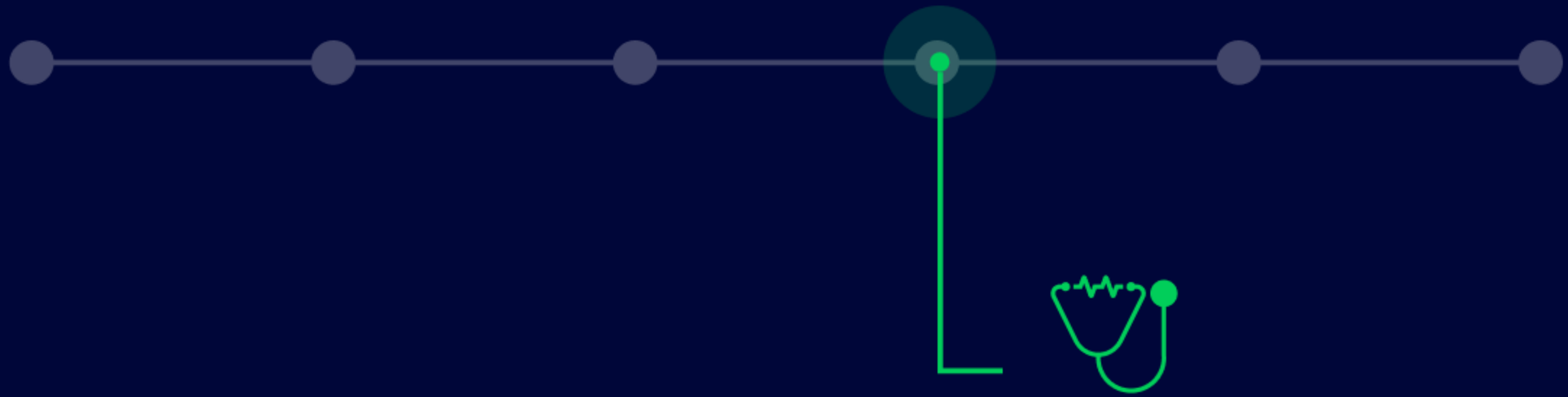


Overly generous delivery promises

Fleets which have tighter predictability can offer sooner deliveries and have higher fleet efficiency

Let’s take a step back

Broader problems

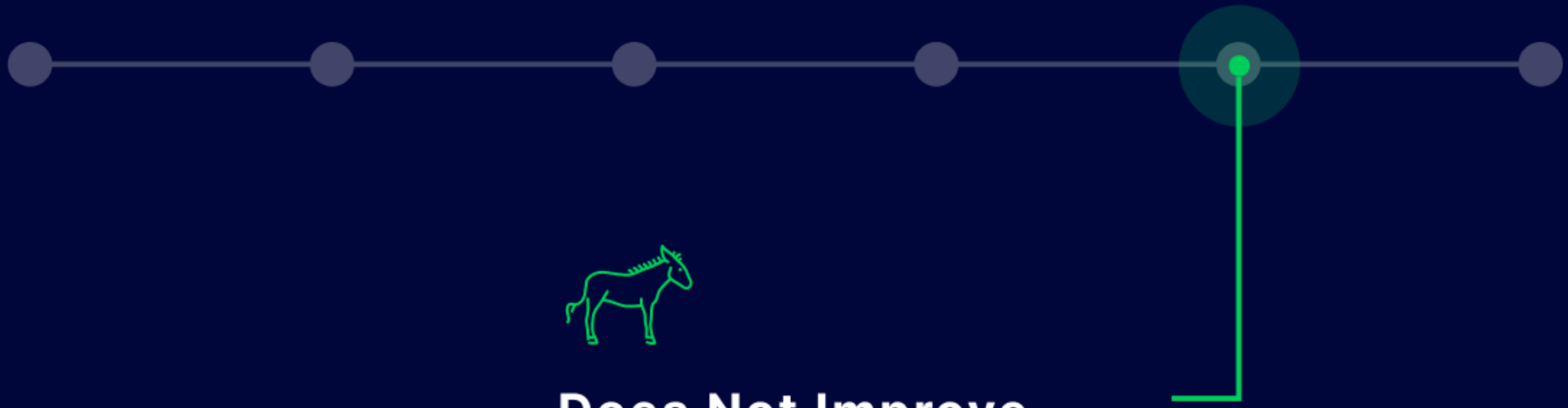


Diagnosing Issues

Cannot diagnose underlying and persistent issues with the fleet

Let’s take a step back

Broader problems



Does Not Improve

The next delivery is no better than the previous one – the system is not learning

Legacy Logistics Tech

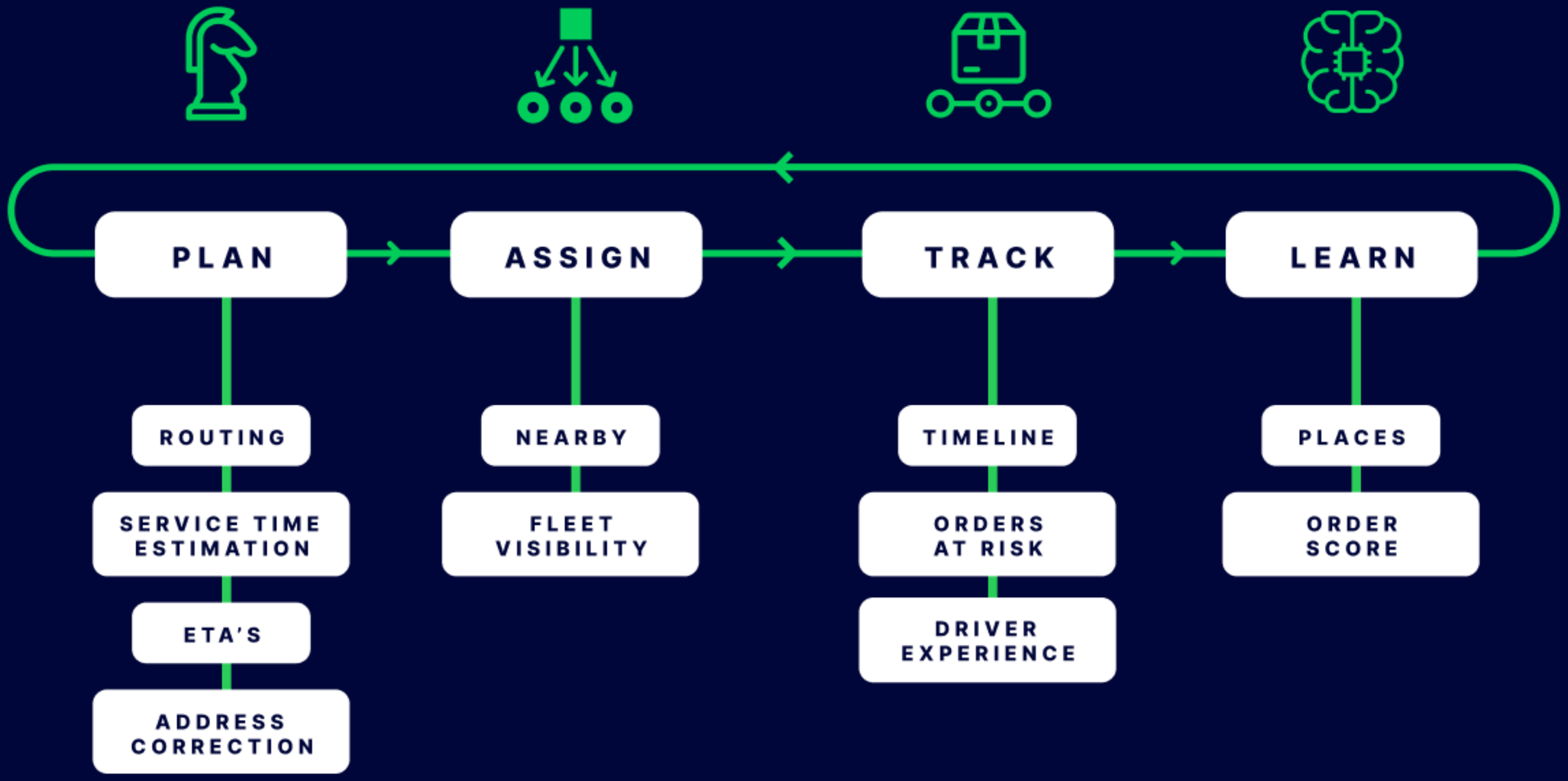
Built for a static world

Legacy tech is built for static, scheduled routes

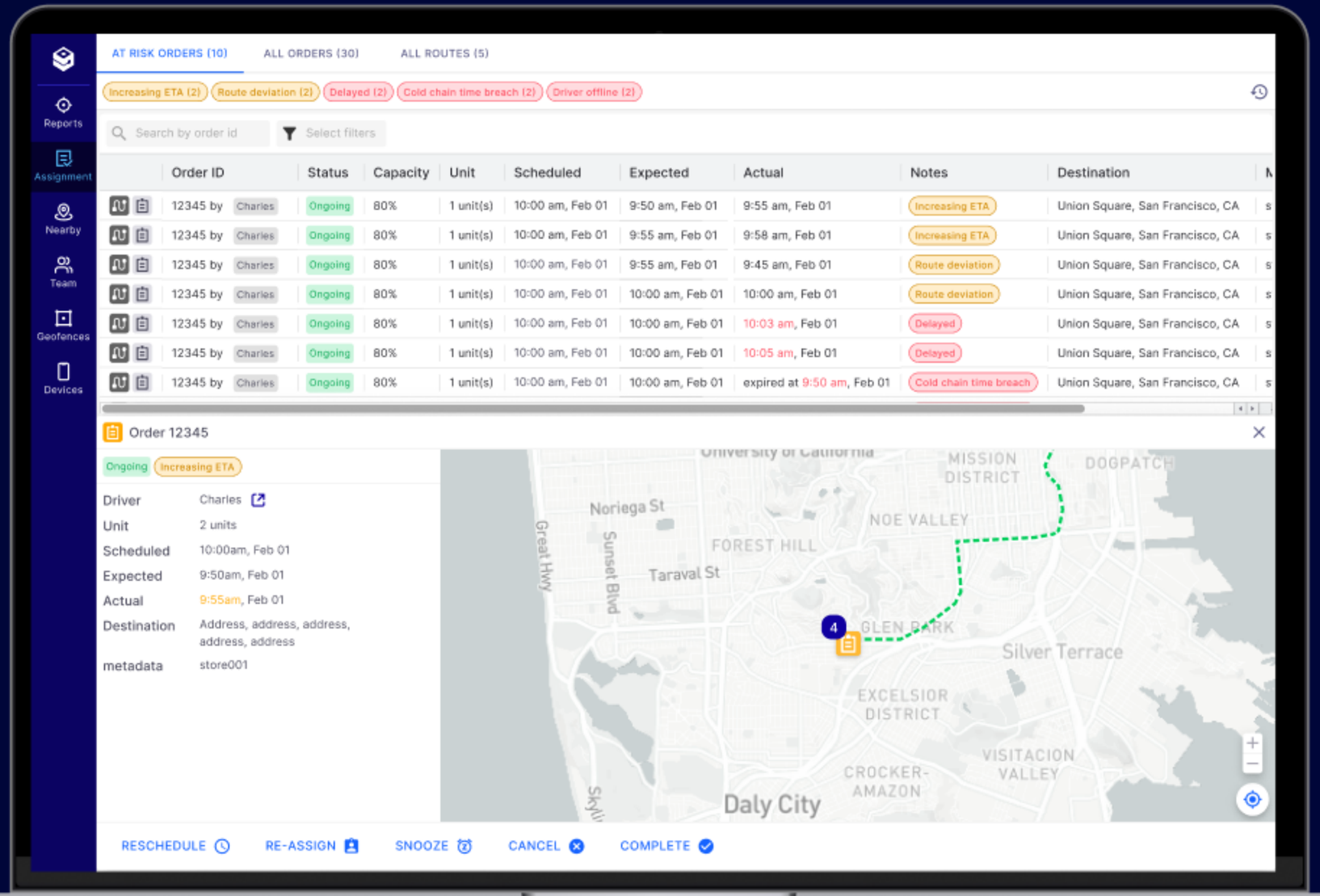
Everything is dynamic – customers want things on demand or at a convenient point in time. Things go wrong.

- **Workforce has changed**
- **Consumer expectations have changed**
- **Tech has not changed**

LOGISTICS TECH 201



Orders at Risk



Firefighting

Consumers only care about Logistics when something goes wrong

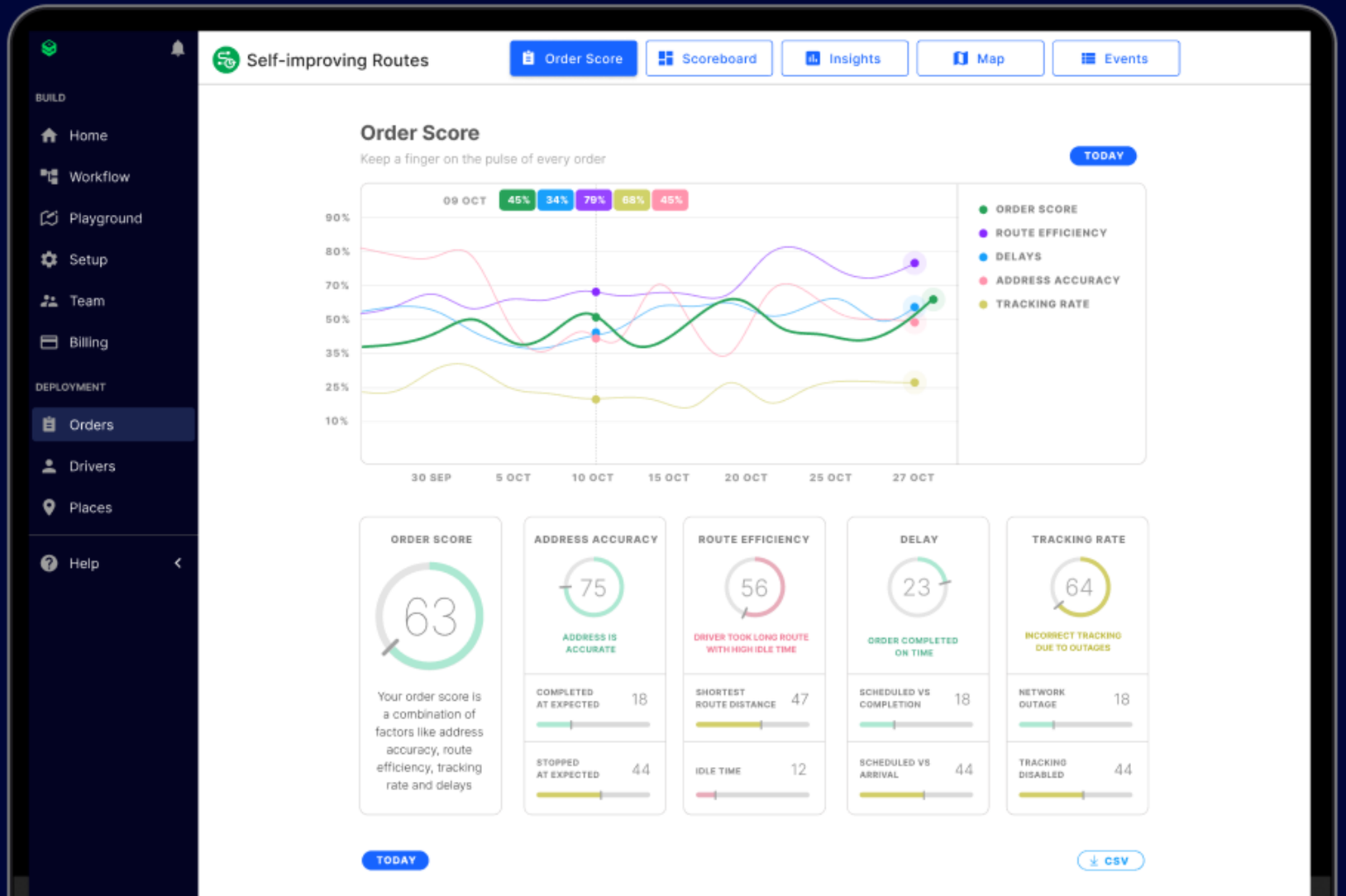
Proactive

Flags off many kinds of risks while fulfilment is pending – via webhooks and on dashboards

Mistakes > Errors

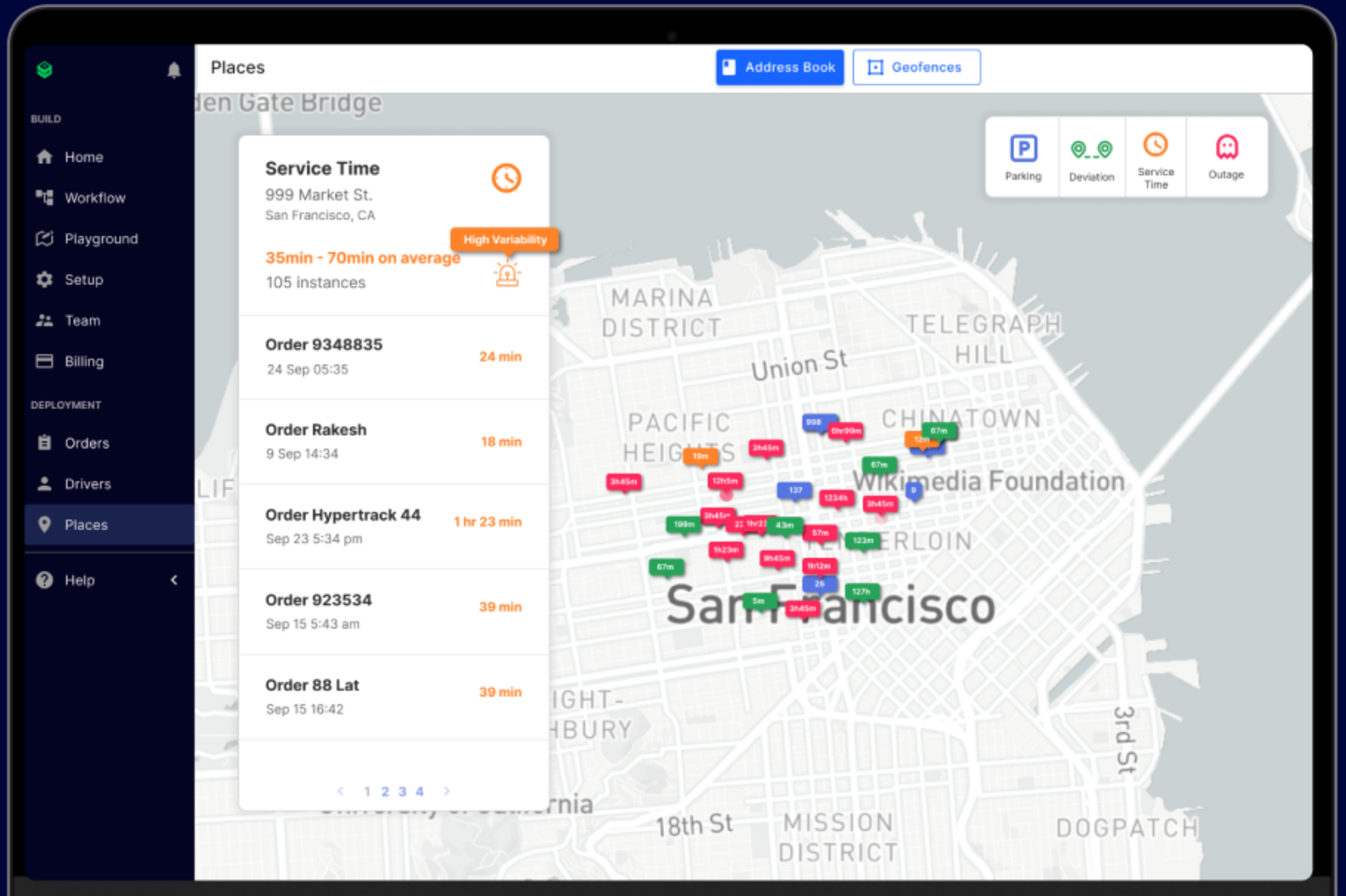
Allows handling of “mistakes” before they turn into “errors”

Order Score



Allows diagnosis of issues in fulfilment – be it fleet related, driver related or region related

Places

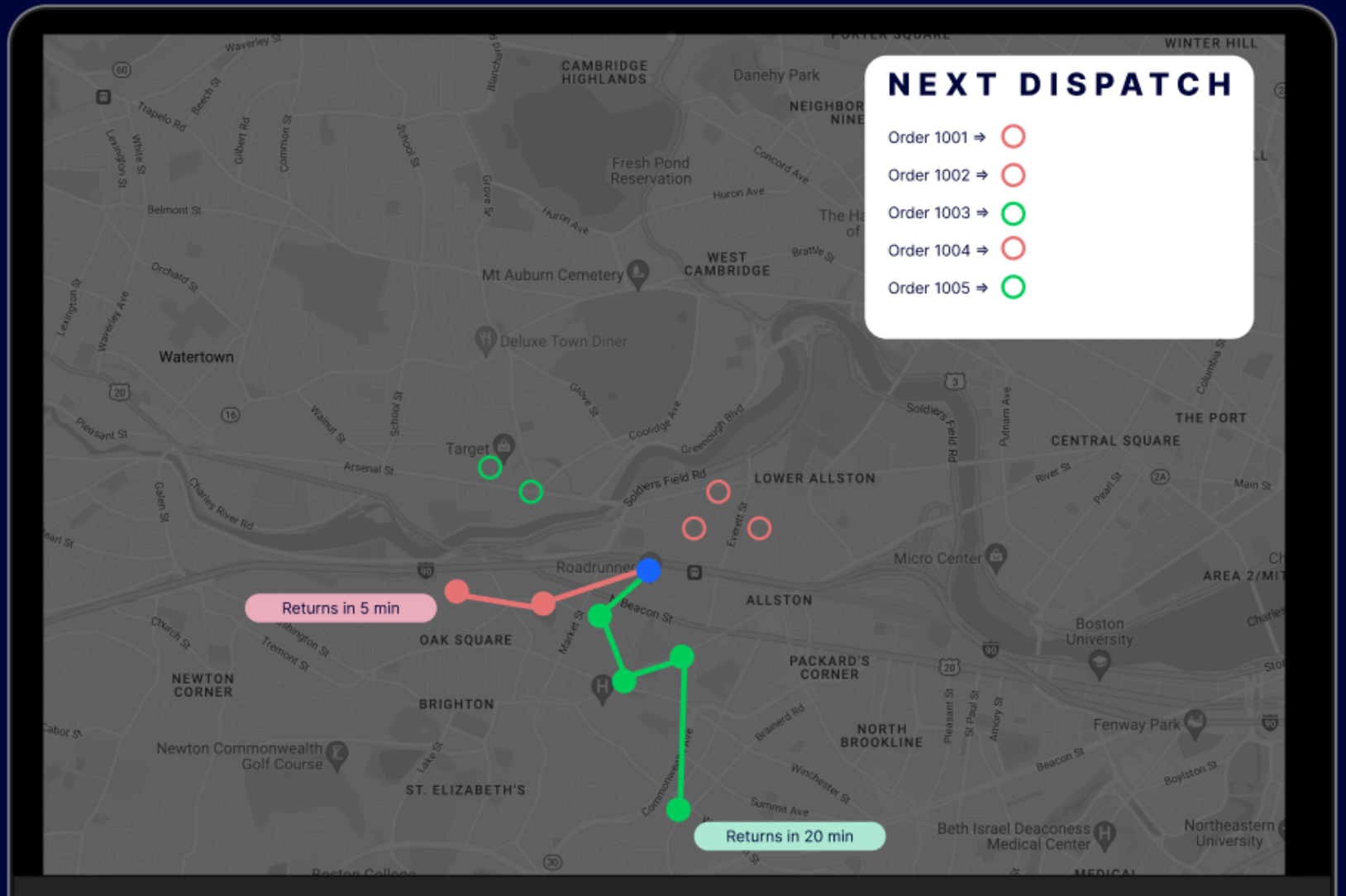


A way to surface all the location intelligence we've identified from the fulfilment activities of our customers

Powers service time estimates, address correction, ETA accuracy and more

Improve a tiny bit with each order

Pool Routing



Unlocks significant efficiencies by combining scheduling and route planning and optimisation with live fleet information

The HyperTrack Platform

APPLICATIONS

BUILDER X | OPS X | MAPS X | MOBILE APPS | BIZOPS | PARTNER INTEGRATIONS

INTERFACES

FEATURES

NEARBY	SELF IMPROVING ROUTES	ON-TIME ROUTES	FLEX ROUTES	GEOFENCES	GEOTAGS
API, WH, OV, CV	API, WH, OV, CV	API, WH, OV, CV	API, WH, OV, CV	API, WH, OV	API, WH, OV

INTELLIGENCE

- **TIMELINE** — Orders at Risk
- **PLACES** — Address Book
- **SERVICE TIME ESTIMATION** — ETA's, Address Corrrection
- **ROUTING** — Scheduled, On-Demand,Pool
- **TRACKING** — Frequency Modulation
- **ORDER SCORE** — Detailed Analytics

VALUES

SCALABILITY | LATENCY | AVAILABILITY | REAL-TIME | SECURITY | ACCURACY | BATTERY

PLATFORMS

ANDROID | iOS | REACT NATIVE | FLUTTER | IONIC | CORDOVA | XAMARIN

Thank You

SAURABH DAS