

LOGISTICS+TECH



SUMMIT

organized by **hypertrack**

DAY 2: BUILDING LAST MILE TECH



Day 2 Agenda (Nov 16)

LOGISTICS+TECH
SUMMIT organized by hypertrack

Hands-on workshop with Certification
Building the next-generation logistics tech for last mile with Google/Mapbox and HyperTrack™

📅 November 16th

🕒 8:00am – 9:50am PST



MUIZ CHUNARA

Developer Relations Manager,
HyperTrack

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Key Operational Considerations in Implementing the Last Mile Logistics Tech

📅 November 16th

🕒 10:00am – 10:25am PST



BEN JOHNSON
Solution Architect,
HyperTrack

Moderated by
Ben Allen of HyperTrack



ERIC GEILER
Machine Learning and
Intelligent Dispatch,
A&B Courier



TOBIAS BECKER
Product Manager, Magalooop

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Analytics and AI for Last Mile Logistics

📅 November 16th

🕒 10:30am – 10:55am PST



SAURABH DAS

Head of Logistics Intelligence,
HyperTrack

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Building scalable and secure infrastructure for logistics API platform

📅 November 16th

🕒 11:00am – 11:55am PST



ALEX KISHINEVSKY
VP of Engineering,
HyperTrack



THOMAS RAFFETSEDER
Software Architect, HyperTrack



EUGENE TULUSHEV
Lead Software Engineer,
HyperTrack



DAY 1 RECAP

BUSINESS

Hyperscalers have deep moats in Last Mile tech

On-demand is critical - Customers cancel orders beyond 2 days

3P logistics often take over our customer data

TECH

Speed to market is critical

Need digital twins in logistics for e2e tracking

Playback gigs for remediation

Tech is so archaic we need to 'Think Again'

Tech is too complex to build!

Assigning orders to available but inactive supply is challenging

WHO NEEDS LAST MILE LOGISTICS TECH?



BUILDER JOURNEY



Customers



Drivers



Ops Managers

**BUILDER
JOURNEY**

***BUILD FROM
SCRATCH***

OR

BUY

BUILDER JOURNEY

WHY IS LOCATION
UNAVAILABLE (~40
OUTAGE REASONS)?

WHY ARE DRIVERS
COMPLAINING ABOUT
BATTERY?



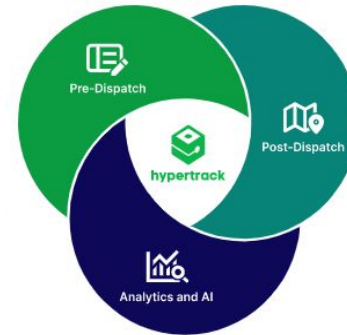
HOW MANY MORE
ENGINEERS DO I NEED
TO SOLVE THIS?

WHY ARE MY CLOUD
AND MAP COSTS
EXPLODING?

BUILDER JOURNEY

NEW WAY: BUILD WITH API

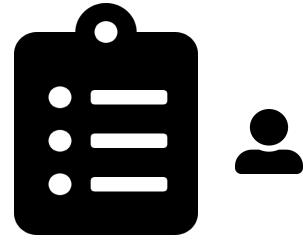
**PLAN AND ASSIGN
ORDERS FOR
EFFICIENT
OPERATIONS**



**TRACK ORDERS
FOR ON TIME
FULFILLMENT
WITH LOWEST
COST**

**LEARN AND IMPROVE END-TO-END
ORDER FULFILLMENT LIFECYCLE**

BUILDER JOURNEY



**OPS
MANAGER**



BUILDER

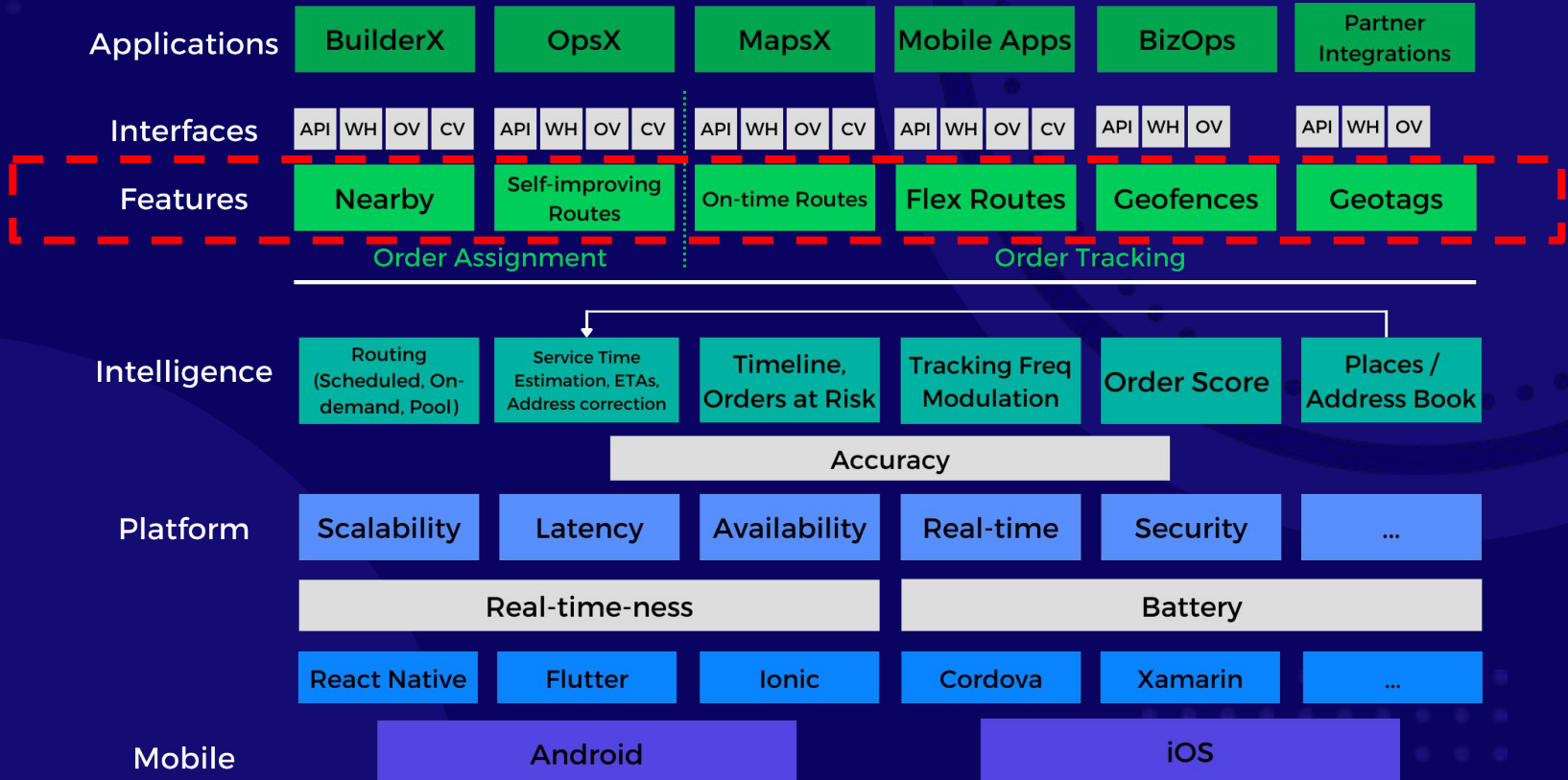


DRIVER

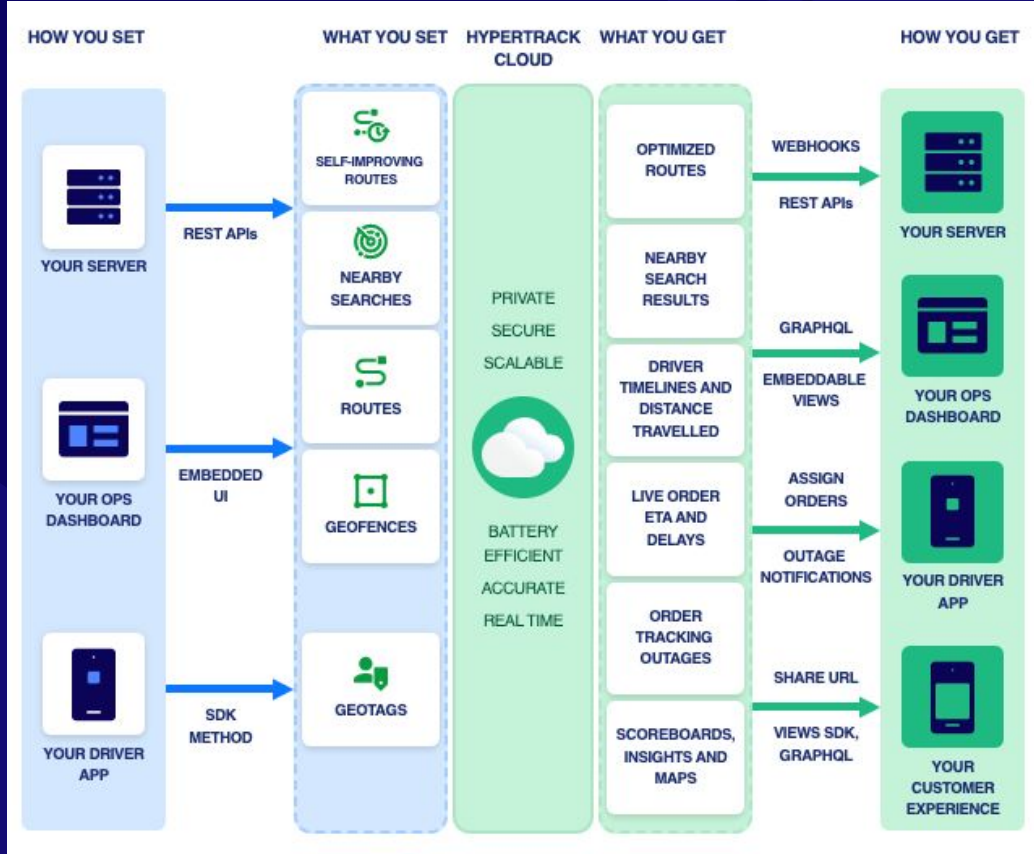


**END
CUSTOMER**

PRODUCT APPROACH

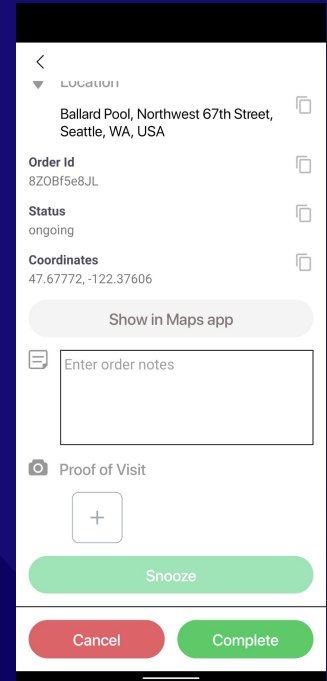
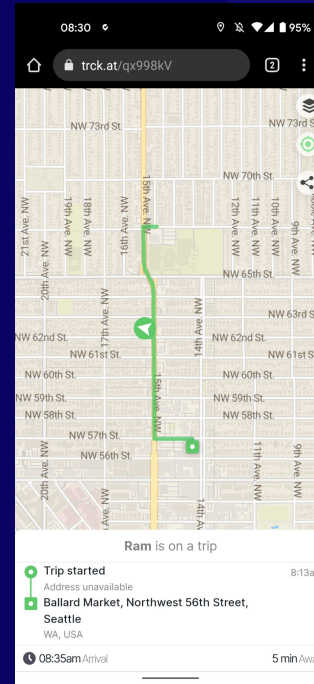
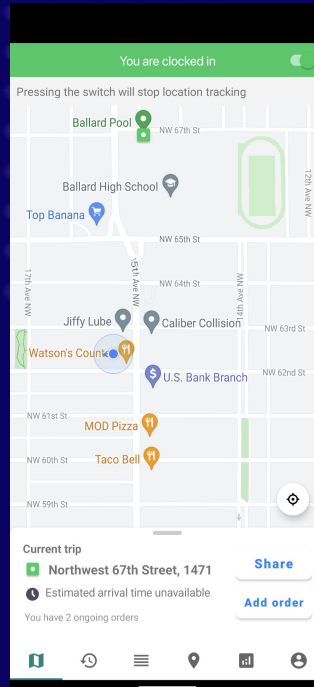


PRODUCT WORKFLOW

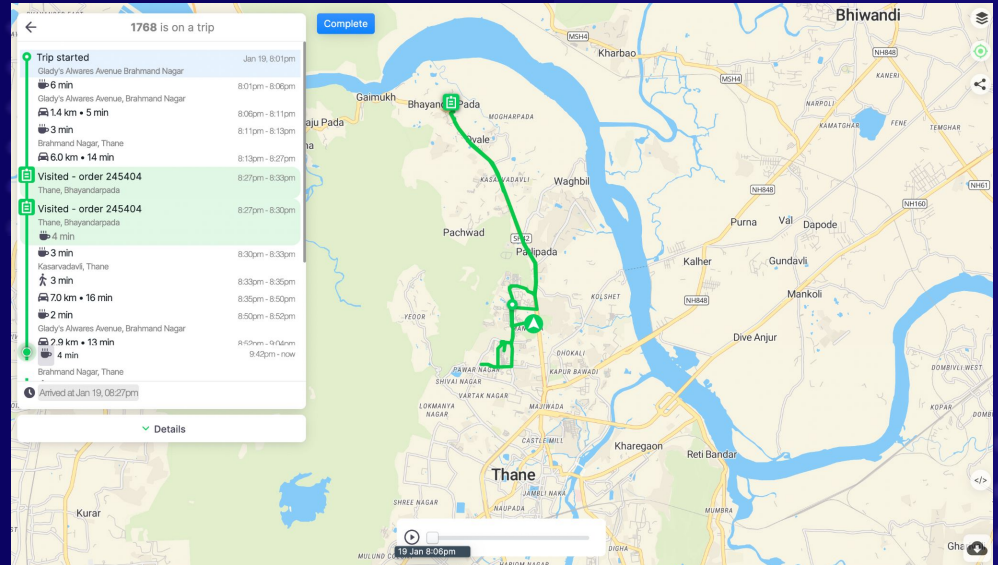


PRODUCT - DRIVER EXPERIENCE

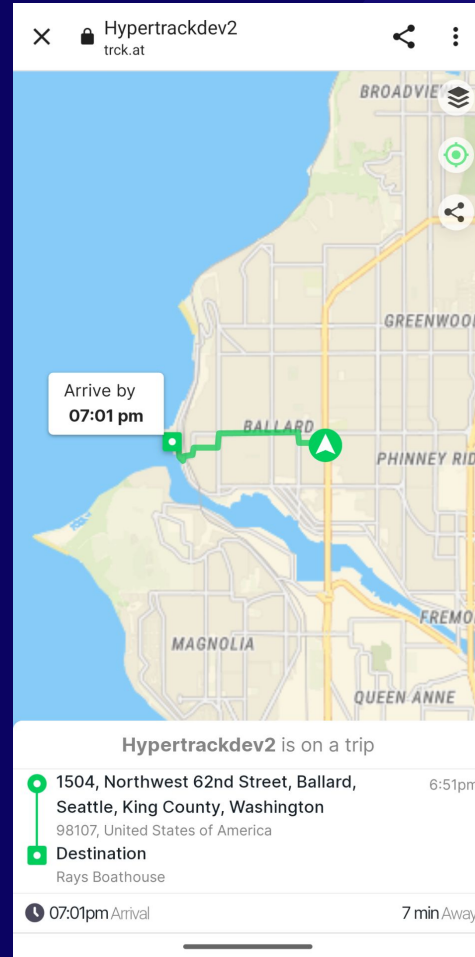
VISITS APP (or SDK)



PRODUCT - OPS EXPERIENCE



PRODUCT - CONSUMER EXPERIENCE



IMPACT:

TIME TO MARKET FOR ON-DEMAND STAFFING

Use case

On demand staffing for warehouses, distribution centers, and event venues

Trigger

Tech forward flex work startup building their first operations platform

Business Need

Rapid time to market (<2 month) with this functionality to catch up to rapid expansion
Ensure gig worker compliance and on time arrival
Provide visibility to operations and customers

Solution

On-time Routes to detect late arrivals, no shows, and fraud
Destination Geofencing to detect arrivals and departures from the worksite
Real-time visibility of workers enroute to customer locations and throughout their day

IMPACT:

IMPROVE ON-TIME ORDER RATES FOR DELIVERIES

Use case	Find nearby drivers for on-demand orders
Trigger	Low on-time order rates for on-demand orders
Business Need	Accurate ETA-to-pickup - Drivers were previously assigned based on service areas without knowledge of actual location at the time of order, leading to sub-optimal assignment of short SLA on demand orders and low OTD rates
Solution	In-house mobile app built with HyperTrack SDK to provide location data Use HyperTrack Nearby Search to find closest drivers based on live location and increased on-time order rates by 3% in first launch

IMPACT:

WORKFLOW AUTOMATION FOR HOME SERVICES

Use case

Automate customer communications for home services to improve customer experience and NPS response rates

Trigger

High rates of “Where’s my worker?” calls to operations and low NPS query response rates

Business Need

Reduced Operations Overhead
Improved Customer Experience and NPS rates to support referral based sales

Solution

In-house mobile app built with HyperTrack SDK to provide location data

On-time Routes to provide customer visibility into service pro’s arrival time

Destination Geofencing to detect both the imminent arrival of service pro and notify the customer as well as pro’s departure to send NPS survey to customer

IMPACT:

OPS EFFICIENCY AND FIELD SALES MANAGEMENT

Use case

Track and improve field sales operations

Trigger

Rapid growth in area managers (field sales) meant business needed to streamline activity tracking

Business Need

Automate field sales activity tracking to improve operational efficiency and accuracy in reimbursement pay outs

Solution

Define geofences around prospect schools to automate tracking of visits by area managers

Pay out reimbursement based on the actual distance traveled

Correlate and analyze field sales activity with the closed deals to measure and improve sales efficiency

IMPACT:

ON-DEMAND ORDER PLANNING FOR 2-HOUR DELIVERIES

Use case

Batch and sequence orders with two hour delivery promises using driver live location

Trigger

Stores had multiple online order sources that were fulfilled independently by own fleet leading to poor efficiency.

Business Need

Live availability management of own fleet

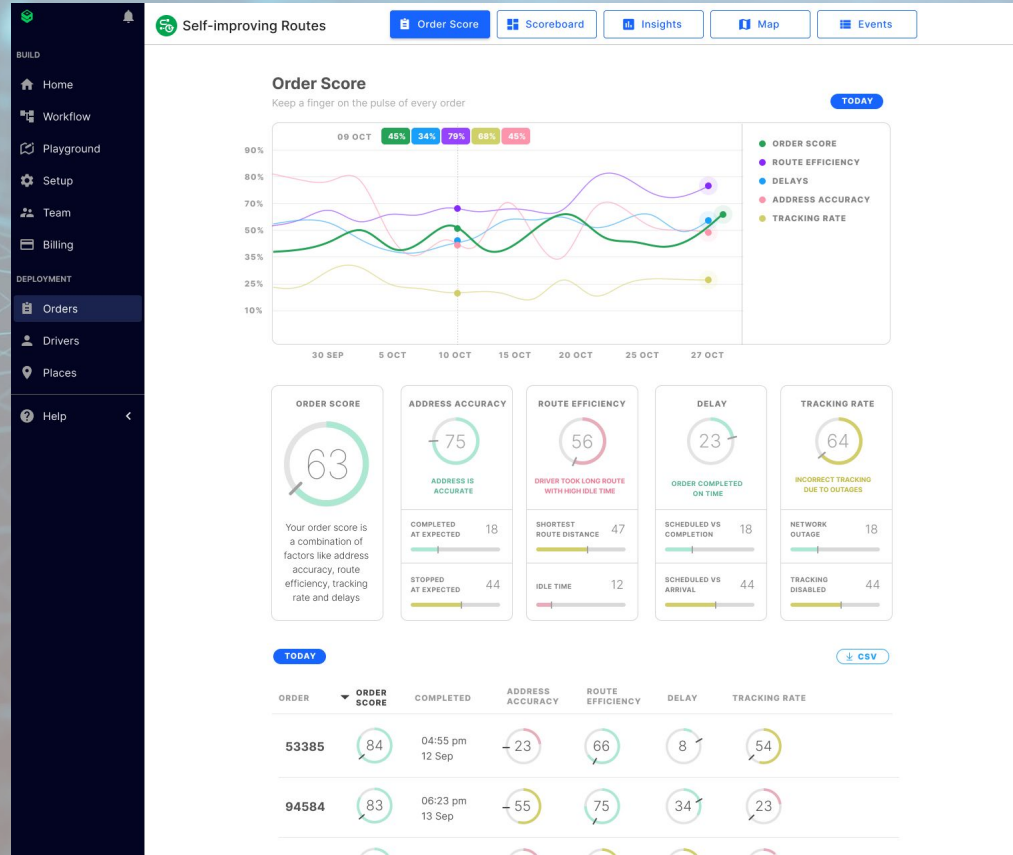
Order batching and sequencing with 2 hour SLAs using live fleet

Solution

In-house mobile app built with HyperTrack SDK to provide location data
Orders API to plan, assign and track orders.

PRODUCT LAUNCHES

Order Score



PRODUCT LAUNCHES

Order Lifecycle API

One API to Plan +
Assign + Track orders

PLAN IN 3 MODES

On-demand

one-route - one driver

Pool-mode

batch and sequence orders
using driver live location

Scheduled mode

batch and sequence using
static schedules

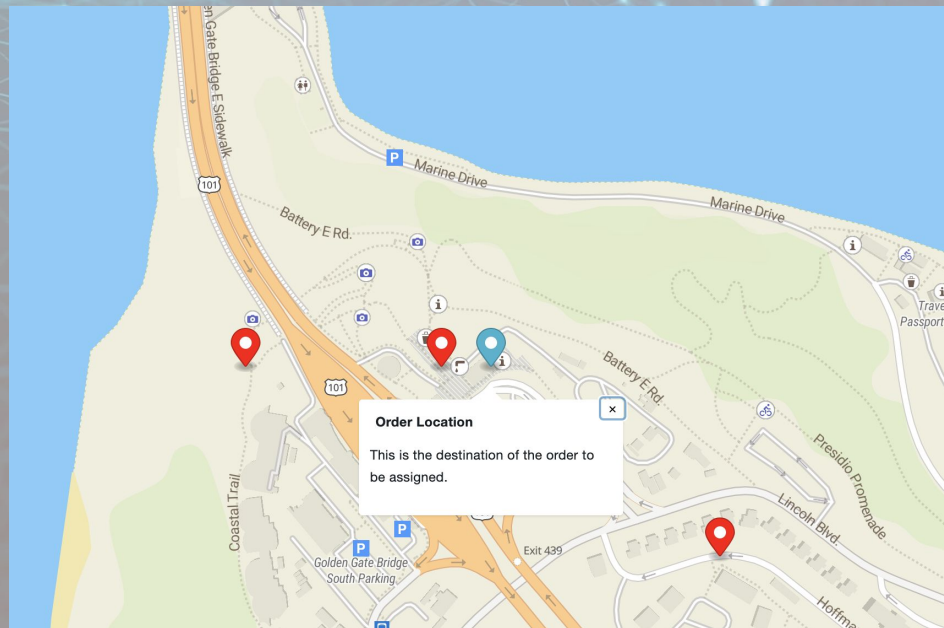
PRODUCT LAUNCHES

Order Lifecycle API

One API to Plan +
Assign + Track orders

Pool-mode

batch and sequence orders
using driver live location



PRODUCT LAUNCHES

Orders at Risk

The screenshot displays the HyperTrack dashboard interface. The browser address bar shows the URL: `dashboard.hypertrack.com/orders/at-risk?from_date=2022-10-04`. The page title is "AT RISK ORDERS" and "ALL ORDERS". A search bar and a "Risk factors" dropdown menu are visible. Below is a table of orders with columns for Order ID, Driver, Status, Risk Elements, Scheduled, and Address. The table lists five orders, with the second one highlighted in blue. Below the table, a detailed view for "Order order_2022100403_1" is shown, including a map of San Francisco and various risk indicators like "Ongoing", "Deviated", "Moving too slow", and "Low battery". At the bottom, there are action buttons: RESCHEDULE, REASSIGN, SNOOZE, CANCEL, and COMPLETE.

Order ID	Driver	Status	Risk Elements	Scheduled	Address
order_20221...	Aashiah	Ongoing	Delayed	14:30, Oct -	55 River Oaks PI Suite 90, San Jose, CA 95134
order_20221...	Pearl Keefe Simulation	Ongoing	Deviated	14:30, Oct -	3548 Sacramento St, San Francisco, CA 94118
order_20221...	Pearl Keefe Simulation	Ongoing	Deviated	13:30, Oct -	2130 Fulton St, San Francisco, CA 94117
order_20221...	Pearl Keefe Simulation	Ongoing	Deviated	15:30, Oct -	1331 9th Ave, San Francisco, CA 94122
order_20221...	Pearl Keefe Simulation	Ongoing	Deviated	14:30, Oct -	436 Balboa St, San Francisco, CA 94118

Order order_2022100403_1

Ongoing Deviated Moving too slow Low battery
Driver offline Delayed Increase in ETA

Pearl Keefe Simulation Scheduled: 14:30, Oct 4
3548 Sacramento St, San Francisco, CA 94118

RESCHEDULE REASSIGN SNOOZE CANCEL COMPLETE

PRODUCT LAUNCHES

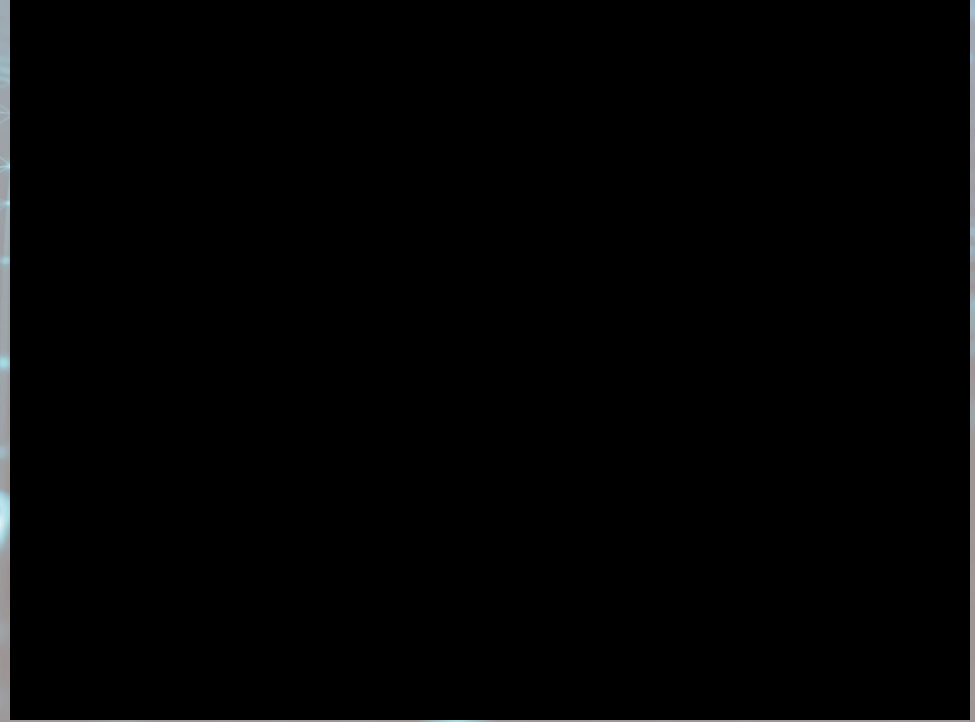
Places

The screenshot displays the 'Places' management interface. On the left is a dark sidebar with navigation options: BUILD (Home, Workflow, Playground, Setup, Team, Billing), DEPLOYMENT (Orders, Drivers, Places), and Help. The main content area features a 'Places' header with 'Address Book' and 'Geofences' buttons. Below this is a list of service locations, each with a 'Service Time' card. The first card is for '999 Market St. San Francisco, CA', showing a '35min - 70min on average' service time with a 'High Variability' warning. Other cards list specific orders with their respective service times. To the right of the list is a map of San Francisco with various colored markers indicating service locations. A '35m' callout is visible on the map. Utility icons for Parking, Deviation, Service Time, and Outage are located in the top right corner of the map area.

Order ID	Date	Service Time
Order 9348835	24 Sep 05:35	24 min
Order Rakesh	9 Sep 14:34	18 min
Order Hypertrack 44	Sep 23 5:34 pm	1 hr 23 min
Order 923534	Sep 15 5:43 am	39 min
Order 88 Lat	Sep 15 16:42	39 min

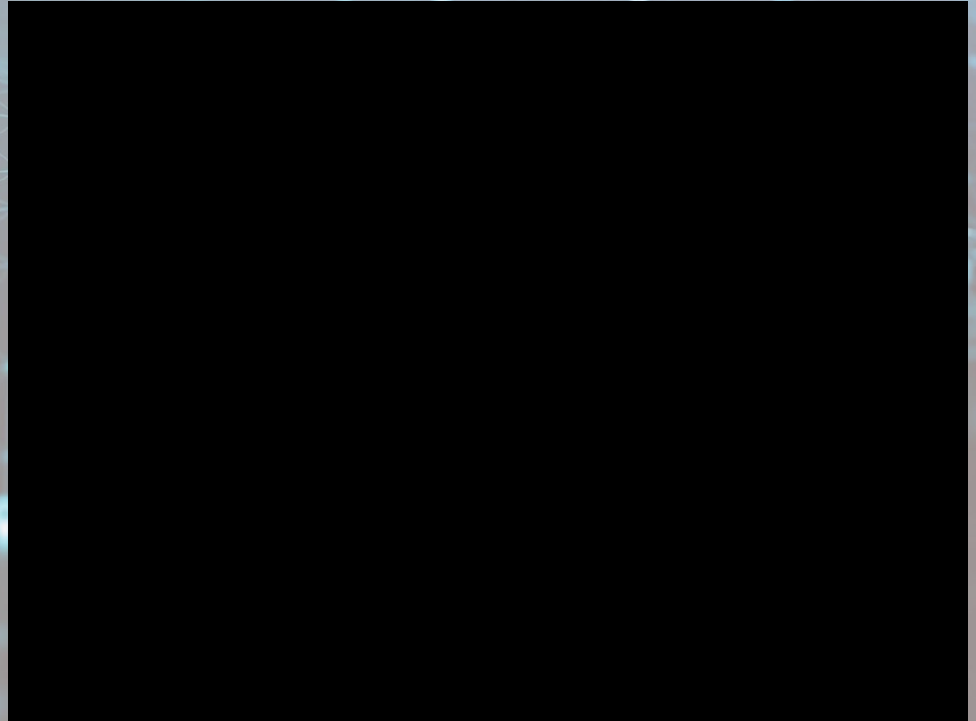
PRODUCT LAUNCHES

Playground
with
Simulations -
Order Tracking



PRODUCT LAUNCHES

Playground
with
Simulations -
Nearby Search



PRODUCT LAUNCHES

NEW SDK

REDUCED SIZE

SIMPLER
PERMISSIONS

MORE ROBUST

BATTERY
OPTIMIZATION

BI-DIRECTIONAL
SOCKET
COMMUNICATION

WEB ASSEMBLY

WHITELISTING
GUIDELINES

INTEGRATION
ISSUE
NOTIFICATIONS

QUESTIONS?