

Route Planning Software Category



Route Planning Software Category

Route Planning software enables route managers to create vehicles' routes efficiently in advance and also re-route them in real time as needed. The solution thus helps to significantly improve reliability and productivity by assisting drivers to avoid unplanned stops, enhance fuel efficiency, and prevent interruptions to consumer service.

It is an expensive and complex issue to run a commercial vehicle fleet. The costs are great and scheduling can also face a lot of disruption. These factors can seriously impact the quality of customer service; if fleets regularly fail to deliver goods on time, they'll surely lose their customers. The answer is to use route planning software to address and overcome problems. For this reason, this platform is widely used by the fleet sector and has become an industry must-have in the past few years.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2022 Customer Success Awards

Check out this list of the highest rated Route Planning Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



Ready for What's Next, Now®



BADGER
MAPS FOR FIELD SALES



SOLERA | Omnitrac
Fleet Solutions



TOP PERFORMERS



OptimoRoute



Route4Me



RISING STARS



portatour®



RouteSavvy
It's your time and money. Make the most of it.

* Companies listed in alphabetical order





ABOUT APTEAN ROUTING & SCHEDULING PARAGON EDITION



Ready for What's Next, Now®

Aptean Routing & Scheduling Paragon Edition is an advanced route optimization software solution that can reduce planning time and decrease transportation costs up to 30%. Our software is designed to help you manage your drivers and vehicles at an individual resource level, maximizing each shift's efficiency and keeping your costs to a minimum. With more than 30 years of experience, we have enabled hundreds of customers to improve their transportation operations and efficiency. So you can be confident we have the functionality to help you manage your specific delivery challenges today while knowing that our proven routing and scheduling is flexible enough to grow with you.



166

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We absolutely learned that by having Paragon. Southeastern developed its own order management system, which interfaces with Paragon to send daily order files that contain delivery details. Once Paragon builds a route plan for the orders, transportation managers review and save routes for that day. The route data is then automatically sent to drivers through the company's mobile computing platform to execute in sequence. Southeastern Foods also uses Paragon to compare the route plan with actual performance. Position data captured from its mobile system comes back to Paragon for post-mortem analysis. Managers can also see within Paragon how routes are progressing at any time during the day.”



JASON CHESTNUT
DIRECTOR OF OPERATIONS, SOUTHEASTERN FOOD

“Using Paragon's route planning software means the company can more confidently serve customer needs. It has hugely improved communications with customers and raised their levels of satisfaction with Colorado Boxed Beef Company.”



GRANT HOPPIE
TRANSPORTATION MANAGER, COLORADO BOXED BEEF COMPANY

“Paragon maximizes the use of our resources, allowing us to plan highly efficient routes and utilize our staff and trucks effectively. We are making more deliveries with fewer trucks. In addition the system is extremely easy to use compared to other packages and requires minimal training for our planners to become fully conversant in its use.”



TONY PERCIVAL
SENIOR GENERAL MANAGER, CEVA LOGISTICS

“Paragon is our strategic tool of choice for reviewing and modelling best routes. It will also help us to maximise the use of our time. With the efficiencies we will gain from using the system, we are able to minimise capital expenditure through better use of our fleet and driver availability. In short, we are able to do more with our existing resources and the savings we will make, which range from 5-10% of fleet costs, are ploughed back into the business to reduce the cost of products to our customers.”



LIAM FLETCHER
NETWORK EFFICIENCY MANAGER, ASDA

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ABOUT BADGER MAPS



Badger Maps is a San Francisco based software company that enables sales teams to manage their territory by combining Google Maps, data from their CRM, route optimization, schedule planning, and lead generation.

48

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Badger Maps provides us with an easy to use interface to manage our daily call routes, track visits and update records from our CRM.”



AMERICAN TIRE DISTRIBUTORS

“The Badger Map makes it easier to plan routes beforehand and it makes it easier to adjust travel plans as things change.”



JUMPSTARTMD

“Badger contributed heavily to our bottom line. Reps consistently met our goal of 10 meetings a day, 50 per week. That wouldn't have been possible without Badger.”



RICH BECKER
ARIZONA DIRECTOR OF BUSINESS DEVELOPMENT, GRAD SOLUTIONS

“Badger gives our sales guys the ability to be more organized and have more insight into how to be proactive in the territory. They also discover new leads that they didn't know about.”



JEFF SWEARINGEN
NATIONAL SALES DIRECTOR, DIAMONDBACK DRUGS

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ABOUT GEOPOINTE



Geopointe is the #1 rated geo-mapping application available on the AppExchange and a Top 10 app overall. Geopointe location-enables Salesforce allowing Customers to gain spatial insights via maps and apply geography to business processes.

48

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Geopointe, our marketing reaches all areas and motivates people to act. Showing the maps and data helped us find funding to quadruple the program.”



CHRIS JOHANSEN
SENIOR MARKETING MANAGER, CHRISTIANA CARE HEALTH SYSTEM

“What I’ve learned from Geopointe about territory building in the last few months has been immeasurable in terms of how I can pinpoint my accounts, how I can define my territories, and how I can qualify that information.”



CRYSTAL TURNER
DIRECTOR OF BUSINESS OPERATIONS, TRADER INTERACTIVE

“Geopointe has addressed all of our challenges and provides us with added insights we never expected. The application allows us to do more with our data and be more strategic in our approach to sales and marketing.”



SCOTT SCHRADER
DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT, MERIDIAN LEASING

“Geopointe has enhanced our Salesforce implementation 10 fold. We have become so accustomed to conveying data via visual displays that our senior management prefers this method over data tables.”



RIC COMPTON
DIRECTOR OF CORPORATE ACCOUNTS, VARCO PRUDEN

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ABOUT OMNITRACS



Omnitracs LLC is the global pioneer of innovative software and SaaS fleet management solutions serving the transportation sector. The company pioneered the use of commercial vehicle telematics over 25 years ago and serves today as a powerhouse of innovative, intuitive technologies. Leveraging unmatched industry knowledge and resources, Omnitrac's fleet management solutions help companies of all sizes improve the productivity, reliability, routing, safety, and compliance of their transportation assets.



238

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Roadnet Technologies' solution was a full package that met our needs as a Pepsi distributor.”



JIM QUINTANA
BULK DELIVERY MANAGER, PEPSI BOTTLING GROUP

“I was trained to route using Roadnet and I can't imagine life without routing software. It allows for an orderly and efficient routing process, but also it ensures an on-time delivery to our customers.”



RANDY PHILLIPS
SYSCO

“We use Territory Planner more frequently now and perform more surgical re-routes; accommodating our business growth by carving off sections of existing routes to make new routes. This has resulted in the creation of denser routes for our service personnel; their days are shorter and more balanced and they can spend more time with their customers. As a result, job and customer satisfaction levels have increased.”



LEE BEUP
MARKETING DIRECTOR, NIXON

“Roadnet gives us the ability to calculate mile savings, route savings, and get the most efficient use out of our resources. It's a great fit for us because the tool set is very robust and it's very intuitive for the user.”



MIKE BECKER
SUPPLY CHAIN DIRECTOR, PEPSI BOTTLING GROUP

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51

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT ROUTIFIC



Routific is a route optimization solution that helps delivery businesses plan more efficient routes, saving them time and up to 40% on fuel. Routific is trusted by business owners, operations managers, and software partners around the world. Their intelligent solution automates and optimizes the route planning, scheduling, and dispatching process.

Featured Testimonials

“Routific is invaluable to our daily operations. No more routing headaches! A powerful routing solution that handles all our real-life situations with style. Routific is smart and fast.”



KAPIL ISRANI
CHIEF TECHNOLOGY OFFICER, DOORMAN

“Routific is telling me I can service the same number of stops more efficiently with just 15 trucks with enough buffer to absorb additional volume spikes. I'm using Routific's algorithms to help define my boundaries better. I'm running simulations for modeling and re-modeling my routes so I can make my operation as efficient as possible. My next step will be to help optimize the routes with delivery time windows, freight cubic volumes, and truck capacity utilization. I'll want to use the software to help me balance fluctuating volumes to see how many deliveries I'm doing on certain days and at certain times, and try to balance the load.”



VIKRAM SEKHON
OPERATOR, FEDEX GROUND

“We're more flexible now. In the Dispatcher View, we can make changes to the driver routes — adding or removing stops, adding details that were missed — even if the driver is already out. We weren't able to do this before.”



CHRISSY WEIR
HEAD CHEF AND OWNER, FOOD MADE FRESH

“Creating a route with multiple drivers and quite a few stops, especially when there are unique situations, is complex—however, Routific makes it about as easy as I can imagine it being. It is very flexible, allowing for lots of changes and variables, and it handles it all easily. Honestly, it's a work of art.”



DAVID HUIE
CHIEF EXECUTIVE OFFICER, TRUE SEASONS ORGANIC KITCHEN

TRUSTED BY





ABOUT WORKWAVE



WorkWave empowers service-oriented companies to reach their full potential through scalable, cloud-based software solutions that support every stage of their business life-cycle. At WorkWave, they think about business the way you do. They know that for service-oriented companies, there are many steps of your business journey - from signing new customers, delivering service in the field, to invoicing, and everything in between. They also know that gaining new customers requires even more: brand awareness, digital marketing and lead generation.

85

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“WorkWave is giving companies like us a chance to fight back and utilize technology to help small businesses scale.”



JAMIE
FOUNDER AND CEO, EAT CLEAN BRO

“I am saving about five hours a week by not having to manually assign routes. My drivers are saving a lot of time, too.”



DEREK FLEMING
DIRECTOR OF SALES & DISTRIBUTION, KANE BREWING COMPANY

“Route Manager has given us the visibility to see what is more profitable and helps make the service more profitable.”



JAMES
HEAD OF TECHNOLOGY, COOK TRADING LTD.

“Route Manager 360 allows us to schedule more appointments and enables us to really dial in and provide a better customer experience.”



C.J. JOHNSON
OWNER, PHLEETBO

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75

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT ESPATIAL

eSpatial

eSpatial delivers powerful mapping in minutes. They believe mapping should be fast, easy, and powerful. With mapping software, you can easily upload and visualize multiple layers of data. Quickly create dynamic reports. Analyze key areas and share results. It's a rapid visual insight that takes the guesswork out of decision making. At eSpatial, mapping enthusiasts have been delivering geographic solutions for over a decade. Trusted by customers and partners that span nearly every industry; committed to helping users reach their mapping goals.

Featured Testimonials

“eSpatial saves me so much time. I use it to investigate and target high potential leads, then plan routes for the salespeople on the ground. I used to do this with Google Maps, and it was tedious. Reviewing each lead would take 30 minutes, and I could be checking up to 30 leads in a day. With eSpatial, it takes only five minutes each. Since we can plan optimized routes for the salespeople on the ground, they can get more done and make more sales. Not only is the program great, but their customer service is top of the line. Someone is always there to answer my questions and provide step-by-step instructions. eSpatial has helped me tremendously!”



KRISTEN ELDRIDGE
OPERATIONS SUPPORT ANALYST, MOTIVA ENTERPRISES LLC

“Using eSpatial, we're able to map more data in less time. The results are more reliable so we can confidently make decisions based on the results. eSpatial mapping software has truly become the core asset of our analytics tool kit.”



ANTON PASYUTA
QUALITY ANALYST, CLOTHES AID

“eSpatial gives us an instant detailed, visual analysis of any geographic data we upload. With the click of a button I can see information related to any location, at any time. More than 50 of our top leaders now use eSpatial maps for instant analysis of their territories.”



MIKE STENGEL
VP, PSAV

“eSpatial mapping software enables us to quickly and effectively geo-map our data, dramatically speeding up the decision making process. In addition, eSpatial's expert support team have helped us to unlock even more uses for its mapping capabilities.”



NEIL DIXON
HEAD OF RMT & SUPPLIER MANAGEMENT, LEASEPLAN UK LTD

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55

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT MICROLISE



Microlise telematics, proof of delivery and journey management solutions help its customers reduce costs and the environmental impact of their fleet operations. This is achieved by maximising vehicle utilisation, increasing operational efficiency and improving economy and safety; whilst helping to deliver the very best customer experience by providing real-time visibility of the fleet against schedule.

Featured Testimonials

“Delivery in full and on time is especially important in the convenience sector. We are normally limited to one delivery per day so accuracy is key and with small stores in store staffing is aligned to match pre-agreed delivery windows. The Microlise solution immediately highlights problem routes and provides the appropriate management information to allow us to re-plan. As a result we are constantly improving the quality of our planned routes ensuring that they are realistic and achievable. The system has also proved a great benefit to our drivers with integrated Sat Nav and the future prospect of removing all driver paperwork.”



JOHN NEWTON
LOGISTICS SYSTEMS MANAGER, THE CO-OPERATIVE FOOD

“The Microlise system definitely ticks all of the boxes. We managed to achieve better accident & incident rates out on the roads, which obviously leads to a reduction in insurance costs. We also see a reduction in vehicle maintenance costs, the system definitely brings a huge element of control to the business, which funnily enough does quickly turn into a financial benefit.”



IAIN MITCHELL
MANAGING DIRECTOR, JOHN MITCHELL

“Microlise's tracking technology helped us to foil a serious robbery. Despite searching for the telematics units, thieves were unable to locate them or immobilise them. This meant that we were able to work with the police to pinpoint the precise location of our vehicles. We successfully retrieved two very valuable 44-tonners within twelve hours. Had we not done this, I am convinced that our HGVs would have been long gone and shipped off on the next container.”



MARK FRANKLAND
MANAGING DIRECTOR, MJF DISTRIBUTION LTD

“While the first phase of our work with Microlise focused on cost reduction and improving efficiency, the focus is now on delivering an outstanding level of service to customers. The Microlise system gives us the insight and visibility to do this by being proactive as a result [of] accurate real-time information.”



GRAHAM LACKEY
MANAGING DIRECTOR, BRIT EUROPEAN

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ABOUT OPTIMOROUTE



OptimoRoute plans and optimizes routes and schedules for deliveries and mobile workforce. They are committed to bringing the absolute state of the art in planning, routing and schedule optimization technology to everyone. Businesses love them for improving their bottom line through dramatic efficiency improvements: they increase earnings by getting more deliveries and work orders done, increasing productivity and customer satisfaction, while cutting operating costs and overtime. Their continuous in-house development and improvement of world-class algorithms ensures your operations keep getting more and more efficient over time.

71

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Being a home delivery business, the OptimoRoute software makes weekly delivery scheduling easy and fast. The drivers love it as it is easy for them to use as well.”



VANESSA C.
DIRECTOR, ORGANICBOX

“For starters, we needed a solution that was fully automated – rather than manually typing everything. With OptimoRoute we just import our csv. file and we can route about one hundred orders with different time windows and priorities for our fifteen drivers in minutes.”



LUIS FLORES
BEE IMAGINE

“OptimoRoute is really easy to get started on. The interface makes sense and people on our team were able to figure it out and begin using it very quickly. It has really streamlined our processes and allows us to make changes to our busy routes on the fly.”



ANN S.
DISPATCH SUPERVISOR, CANNDESCENT

“The app is easy to use for drivers. We can easily add stops even last minute and reroute! OptimoRoute gave us complete control of what we needed to complete the daily task!”



ERICA F.
MEDMINDER

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CLEAResult





28

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT ROUTE4ME



Route Planner * Route Optimization Software * Logistics Management Software Founded in 2009, Route4Me has helped thousands of small business owners plan & optimize all of their routes in seconds. The world's most used route sequencing and dynamic route optimization software is available on the iPhone, iPad, Android, and on the web.

Featured Testimonials

“I made two big bids, met with both customers the Friday before Christmas. I had to show cost effectiveness for an optimized route for each potential client. With Route4Me, I was able to create the route and show how the bid was put together, right in front of them!”



PILLOW LOGISTICS

“We are so thankful for Route4me Software. You have gone above and beyond to help us out during this crisis. We are an animal charity that had to learn pretty quickly how to get in the delivery game to help out. This is not what any of us expected, however, you made the transition so much easier. Your team is the best.”



WENDY DOMANSKI
COMMUNITY PROGRAMS COORDINATOR, C.A.R.E4PAWS

“The product functionality is exactly what is needed, the ease of use is terrific and support is superb. The Route4Me team was extremely helpful. They answered all of my questions professionally and patiently. It is amazing what we have accomplished together. Thank you for being a terrific partner.”



ARTHUR HUNT
ADMINISTRATOR, SUNRISE CAFE NEW HAVEN

“Route4Me is putting routes into the drivers' hands, where they should be.”



DAN TIETEMA
PRESIDENT, ORGANICYCLE, LLC

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ABOUT MYROUTEONLINE



MyRouteOnline is an advanced web application for routing purposes that can serve different types of users with any level of complexity. The MyRouteOnline team has more than 20 years of experience in developing and selling PC-based routing and scheduling software applications. MyRouteOnline always aspires to grow, evolve and improve the route planning services that they offer. Regardless of how much they grew and developed over time, they will never forget how and where they started.



102

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The program seemed to be the easiest to use and make route changes on. We saved time in both the planning process and the routing. We also could adjust if we did not complete the route on a given day.”



BRYCE MERCIER
MANAGING PARTNER, MERIDIAN CONSTRUCTION COMPANY

“It had all the features we needed to plan the routes, and it was a very affordable solution compared to others in the market. We immediately saved time planning routes as well as driving time with the planned route.”



PAMELA GONZALEZ
OWNER, HEALTHY EXPRESS

“MyRouteOnline.com is by far the easiest to use of any service I explored. It's a great tool that any dispatcher running delivery vehicles needs to have in his/her electronic toolbox.”



TIM NEWTON
DISPATCHER, SWANSON INDUSTRIES

“We have been very happy with MyRouteOnline. We are only a small company but it helps us allocate the quickest and shortest routes for our cleaners. We like the page setup and find it very easy to use. Everyone in the office has it on their computer now.”



HELEN CONZA
BULLET CLEANERS

TRUSTED BY





ABOUT ROUTESAVVY



RouteSavvy is a powerful, easy-to-use, web-based Route Planning Software designed for small- to mid-sized fleets used for pick-ups, deliveries, collections, transport, field services, and individual professionals. RouteSavvy from OnTerra Systems helps your business or organization grow and thrive!



30

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“RouteSavvy saves us so much time. By making the route planning easier and faster, store managers & workers can spend more time on pulling products and helping customers who visit the store.”



JOSH PARK
OPERATIONS DIRECTOR, CARTRIDGE WORLD

“RouteSavvy Web Service/API is simple and easy to use, it integrates well with our software, and it just works.”



ROB DELBUENO
MANAGING PARTNER, SOUTHERN GREEN INDUSTRIES

“We’re now seeing about 100 patients a week across four counties, and optimizing the routes with RouteSavvy. If we had to manually develop the routes, it would be inefficient, time-intensive, and would probably take us half a day every week.”



MARY ANN COX
CHIEF FINANCIAL OFFICER & OPERATIONS MANAGER, CARITAS IN-HOME PRIMARY CARE

“Now that RouteSavvy is in place and being used on a daily basis by multiple route planners and dispatchers, there is much less time wasted, and it is very easy to make routes as needed.”



LUANA COSTA
PLANETAID

TRUSTED BY





ABOUT PORTATOUR



portatour transforms every smartphone and tablet into a personal route planner, regardless of whether the device is an Apple iPhone, iPad or Android. You are always fully connected on the road. Automatic synchronization with the CRM system of your choice included.

32

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“portatour® clusters the customers intelligently onto an optimised route. That way, more visits are possible because it gives you all the directions and details in real time. No more googling and typing in addresses anymore. That made life quite easy on the road for us and saves us about 15 minutes between each and every visit.”



PRINOLA GOVENDER
ASSOCIATIONAL REPRESENTATIVE, MIWA

“portatour® truly is the perfect assistant for a rep's day-to-day business and an indispensable route-optimization and customer data collection partner.”



BRUNO BOSCHI
COMMERCIAL DIRECTOR, VUEMME

“An evaluation of mapping solutions in the Salesforce AppExchange showed that only portatour was able to provide call scheduling in line with our strategy. To create that ourselves would have taken years. portatour was the most cost-effective solution for achieving our goals.”



GEOFF HILL
PROJECT MANAGER, KAO AUSTRALIA

“SONAX sales representatives like working with portatour® because they can reschedule flexibly on the road and the software is very user-friendly. What more could a sales manager ask for?”



FLORIAN BEHMER
SALES MANAGEMENT ASSISTANT, SONAX

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SAMSUNG

mymuesli