ROUTE PLANNING SOFTWARE OVERVIEW

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.
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** is affected by:

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

**Market Presence Score** is affected by:

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

**Company Score** is affected by:

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

**Customer Success Report 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.
2020 Customer Success Awards

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

**Market Leaders**
- eSpatial
- omnitraccs
- Paragon
- Routematch
- WORKWAVE

**Top Performers**
- Geopointe
- OptimoRoute
- Route4Me
- Routific

**Rising Stars**
- micronise
- My Route Online
- portatour
- RouteSavvy
ABOUT PARAGON

Paragon Software Systems is a market leader in routing, scheduling and transport logistics optimisation software with over 3,400 systems at over 1,100 client sites in more than 60 countries worldwide. A pioneer in vehicle routing and delivery scheduling, resource management and transport plan execution solutions, Paragon has 30+ years of experience and an unparalleled track record of successful software implementations. Paragon software reduces transport costs by up to 20% through improved route planning and the more efficient deployment of vehicles and drivers.

“Paragon enables us to make the best use of our vehicles and drivers, and provide a reliable delivery service to our customers, and with the addition of Route Execution, seeing the transport plan in action gives us total control of both our transport performance and delivery service.”

Ben Reardon
Area Manager, Harrods

“Service excellence is vitally important to our reputation and the growth of our business. Paragon’s routing and scheduling software ensures we provide our customers with on-time deliveries and effective communications, while controlling costs. We also benefit from the expertise of the Paragon team who work closely with us to ensure we can...”

Jason Buckley
Managing Director, LF&E Refrigerated Transport

“We must have visibility of the total order volumes for each week, plus the delivery frequency for each restaurant. We also need to be able to integrate different types of deliveries within available time windows; and, to do this manually would be extremely difficult. Paragon automates this planning for us by allocating the volumes to the right days and...”

Bruno Thery
Distribution Project Manager, L.R. Services

“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...”

Liam Fletcher
Network Efficiency Manager, ASDA
2020 Market Leaders

omnitracs

RouteMatch

WorkWave

eSpatial
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, Omnitracs’ fleet management solutions help companies of all sizes improve the productivity, reliability, routing, safety, and compliance of their transportation assets.

“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

“With Roadnet, we’re now able to identify where our driver issues are, sit down with the driver, and explain what we see going on to reduce extended travel and service times. Unlike our previous solution, we now have monitoring at our fingertips, and everything is based on actuals — so there’s nothing subjective in the process.”

Crystal Towery
Controller, Kowalski Sausage Company

“We wanted software that was user-friendly, scalable, and most of all, seamless, with close integration between delivery, truck level, routing, mapping, tracking, all the way to billing.”

David O’Connell
Oil President, Wilson Oil

“Roadnet gives my department the ability to route more efficiently, cutting run time and transportation costs, while staying within the limits of DOT laws.”

Leo Farber
Routing Manager, Sysco
About Routematch

Routematch Software brings innovative passenger transportation technologies that help more than 600 transit agencies transform rider experiences and manage operational costs. Their goal is to make taking transit more convenient and accessible to all riders so they can get to work, medical appointments, school, or wherever life takes them - on time and safely.

“What sets Routematch apart is that the company has extensive resources to innovate and set us up for the future.”

Peter Mann
Business Development Manager, STAR Community Services

“Routematch’s technology is not only user-friendly and helps us do a better job, but it also serves as a foundation for future regional coordination efforts.”

Kevin Coggin
Executive Director, Coast Transit Authority

“We were almost immediately able to see the gaps in efficiencies and view schedules based on addresses and mapping when we implemented Routematch.”

Chandra Middleton
Assistant Director of Transportation, Baldwin Rural Area Transportation System

“RouteShout helps with communicating reliability. It’s comforting for riders to know the bus will be there at their stop. We’ve seen our ridership increase 11% last year and we attribute that to RouteShout. We have also reduced our cost printing schedules by 75%.”

John Kanyan
Director of Operations, Indiana County Transit Authority
ABOUT WORKWAVE
For nearly 40 years, WorkWave has been building best practices into its market-leading field service and last-mile software solutions to allow companies to increase revenue and profit, and become best-in-class operators who can outpace their competition. Its solutions empower service-oriented companies to reach their full potential through scalable, cloud-based software solutions that support every stage of a business life cycle, including marketing, sales, service delivery, customer interaction, and financial transactions. WorkWave is a trusted partner for thousands of customers across a wide variety of industries, including pest control, lawn care, cleaning, HVAC, plumbing and electrical, and last-mile delivery. WorkWave’s award-winning culture and solutions have been recognized in the SaaS Awards, the Cloud Awards, the American Business Awards, the NJBIZ Best Places to Work Awards, and the Stevie Awards for Great Employers. WorkWave is a division of global enterprise applications provider IFS. For more information, visit workwave.com.

“When you are route planning for a few resources it might be manageable to do it with pen and paper but with 20+ resources it’s a real headache.”

Joris Keijzer
Co-Founder, Marleen kookt

“With Route Manager, I’m able to automatically trigger text alerts and give my team visibility on where a driver is throughout the day. This has really helped us improve communication among several teams.”

Michele Tillapaugh
Systems Administrator, Recker & Boerger

“What I like most about Route Manager is the Ease of use. I also like that it shows me the total mileage and estimated time for the daily routes. I can now have a more predictable day and also provide my drivers with reasonable working hours each day.”

Derek Fleming
Director of Sales & Distribution, Kane Brewing Company

68
Customer references from happy WorkWave users

VIEW ALL REFERENCES
ABOUT 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.

“eSpatial’s platform is more than robust enough to expand well beyond our original needs, but user-friendly and intuitive enough for our team to jump right in and start mapping. eSpatial’s tools and resources were necessary in order to close a $1.2 million annual account, and their team helped us through all of the processes in getting started and making sure...”

Michael Szymanski
Senior Marketing Consultant, Resource Solutions

“eSpatial’s powerful mapping software helps us to include an exemplary visual illustration of the in-depth data analysis we provide to our clients through our app platform. The mapping software provides a unique value-add allowing for quick and easy comprehension of data specific to a location by those who prefer a more visual output.”

Nick Thomas
Manager - Client Operations, MDValuate Inc

“eSpatial is easy to use and has great styling options for maps and data. I create both small, single point maps and large multi-state maps and eSpatial performs even better than the mapping software I needed to replace.”

Brant Long
Sr. Marketing Specialist, Cushman & Wakefield

“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

58
Customer references from happy eSpatial users

VIEW ALL REFERENCES
2020 Top Performers

- Geopointe by ascentcloud
- OptimoRoute
- Route4Me
- Routific
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.

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

JumpStartMD

"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

"We needed a system that not only provides stats and metrics for managers, but one that actually helps our reps. Badger is a visual mapping software that can be used as a CRM at the same time, it's invaluable for everyone out in the field."

Derrick Green
District General Agent, Colonial Life

"We're using custom check-ins and we can filter all the activity in the field by types of calls. This gives us a ton of insight into what is going on in the field, and a lot of the issues that were going on in the field have gone away now that we have the ability to measure what they're doing."

John O'Kain
Territory Manager, NCR Aloha
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.

"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

"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

"With Geopointe, we have a system that is easy to use and integrates with all of the things that a sales rep needs to close a deal."
Alejandro Alvarez
Director of Marketing, Engenium Capital

"Geopointe allows us to functionally and seamlessly frame things out by state, metropolitan municipal area or ZIP code."
Mike Dooley
Senior Sales Operations Analyst, ClassPass
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.

30
Customer references from happy OptimoRoute users

VIEW ALL REFERENCES

"Our clients love knowing the status of their deliveries. Having email tracking is a great feature for our company because it helps us let our clients know everything about their deliveries.”

Henry V.
2 Guys with Knives

“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

“The planners will get the orders that are generated in the EAM for preventative maintenance. When they plan the routes in OptimoRoute, the software looks at the date range and determines the best possible time for the qualified person to perform that work.”

Brad Carter
Planning and Scheduling Leader, Southern Star

“Speedy and intuitive web application, combined with nice phone application for drivers that provides them with an order list and navigation to each stop.”

Joe C.
Iatric Systems
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.

22
Customer references from happy Route4Me users

VIEW ALL REFERENCES

“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

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

Dan Tietema
President, Organicycle, LLC

“I like to see the maps. So, if the stop is too far out, I can pull that stop from the route and add it in later, when there are other closer, stops.”

Aaron Shields
Visalia Rescue Mission

“I just used Route4Me yesterday. A client thought they had 100% saturation, but I knew they didn’t. I brought up the app, to show the area to my client, which proved my point.”

Amber Saujon
Market Operations Manager, American Newspaper Solutions
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.

“With Routific, we now have a smart and efficient way to make all our deliveries. Our produce arrives fast and fresh, and that kind of service brings our customers back to us again and again.”

Kevin Black
Co-owner, Lee and Maria’s

“The API was very straightforward and easy to integrate. Everything was well documented and the team behind Routific provided us with superb support.”

Dan Parsons
Co-founder and CEO, DRYV

“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

“Working with Routific has helped us get to market and iterate faster on Drive, enabling Dashers to be more efficient with their deliveries and helping customers to receive their orders faster than ever.”

Abhay Sukumaran
Director of Product, DoorDash
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.

"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

"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...

Iain Mitchell
Managing Director, John Mitchell

"Microlise has given us full visibility of our fleet and the power to manage our drivers better... so better performance, better driving style, better fuel economy."

Shaun Frere-Smith
Systems Compliance and Innovations Manager, NFT Distribution Operations Ltd.

"Microlise stood out for us not only from a point of view of functionality but also in terms of the way they wanted to operate and really understanding our requirements, cost effectiveness and ultimately the service that is being provided. Without [a] doubt the Microlise ePOD product is intuitive - we have achieved a 98% adoption rate in a short time."

Frank Elkins
Divisional Chief Executive Officer, Operations, Travis Perkins
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.

“Using MyRouteOnline saves our team a lot of money as we don’t need more staff to handle this part of [the] job. It’s been a good experience as it saves us time, effort and money. It’s easy to use, and it serves our business requirements.”

Nouredin Mussa
Supervisor, Saudi Manpower Solutions Co

“Congrats on the fantastic piece of software you have developed. My whole dispatching team loves it. Your solution helped us to optimize our daily delivery tours to our hospitals, pharmacists and wholesalers. After 5 days of use, our dispatchers adopted it as a permanent solution. Our drivers receive an emailed route, which helps them a lot. The...

Benoit Latteur
Special Agent, Eurotranspharma Belgium

“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

“Most of our volunteer drivers have smart phones and when I email their routes to them they just open the email on their phone and then clicking on any address, open Google Maps with a choice to navigate to the address. They were very impressed and it made their job a LOT easier. And it turned hours of my time planning out routes into less than an hour...”

Tom Hansen
Johnson County Rotary Foundation

90
Customer references from happy MyRouteOnline users

VIEW ALL REFERENCES
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!

15
Customer references from happy RouteSavvy users

“RouteSavvy saves us probably $25-30/week in office time, not to mention the savings in fuel costs and crew time savings. Our best guess is that RouteSavvy saves us between $100-150/week.”

Angela Morgan
Experience Coordinator, Maier Tree & Lawn

“Before using the RouteSavvy API as part of our software system, we were spending 2 hours a day manually optimizing and printing routes. After using RouteSavvy, we're saving 10 hours per week for the office staff, or 520 staff hours per year.”

Carrie Stoltzfus
Executive Director, Food & Friends

“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

“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
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.

"portatour is a super tool for optimal route planning and comprehensive customer management. The time saved can now be put to good use with customers."
Sven Palka
mymuesli

"A dynamic company such as Samsung requires a dynamic route planner! Call frequencies are now in firm control thanks to portatour."
Severin Bolliger
Data Analyst, Samsung Digital Signage

"The sales force is always faced with the problem How do I structure my day? With portatour I finally have a system that plans my working day efficiently at the push of a button."
Jörg Heinser
Sales and Marketing Director, KS Medizintechnik

"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