



Mobile Geotagging data goes hand-in-hand with Softwired's iBus Mobile Platform

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The Background

Identifying employees, objects and data by geographical location is becoming more crucial for real time updates and improved customer service as a strategic business requirement. Based on the trial carried out by DHL Courier in its 'SmartTruck' project enabling dynamic route planning in Germany, Softwired was requested to develop a similar solution for a large mail provider for parcel pickup and delivery targeting the use of smartphones by drivers.

The Target

Integrate a customer's inhouse route optimization solution [route planning, pickup and delivery] with GPS location data and TMC real time traffic information for smartphones capable of photo capturing 1D & 2D bar codes for verification of the pickup and delivery process. The requirements included sending alerts to customers of possible delays as well as notification of successful delivery by SMS or email based on the pickup and delivery progress. The goal is to provide state of the art, dynamic route updates, navigation and highlighted POI such as parking or customer specific location information to the driver, i.e. location based services [LBS], whilst improving logistics, operational efficiencies and helping reduce CO2 emissions.

The Solution

Softwired identified a low cost dedicated GPS/TMC module to provide the Geo information data source with mapping supplied by a commercial mobile mapping service. The inhouse route optimization solution, scheduled before the start of the delivery route, is integrated with GPS and real time traffic information [TMC] and updated dynamically, which is displayed on smartphones [or similar mobile devices]. The key to this business opportunity is the ability to identify the data and objects by their physical location and Geotagging them - the process of adding geographical identification metadata to various task and event messages, which in effect become Geospatial or Geolocalisation metadata.

Softwired designed and architected the solution, integrating various existing components including the in-house route optimization software to provide dynamic route updates and tracking information in real time. The dynamic routing and alerts solution is readily integrated on Softwired's iBus Mobile Platform as the enabling technology, which provides asynchronous, reliable and guaranteed data delivery in real time over fragile mobile networks. Softwired's iBus Mobile Platform also includes inbuilt SMS functionality and email capabilities thus ensuring mobile alerts are communicated to customers and management in real time.

The Benefits

Customers benefit through notification, based on the dynamic route optimization progress, by SMS or email of delays and/or delivery reducing uncertainty. Customers can also logon to the web based GUI for tracking information updates. Management has real time data to improve productivity and efficiency in the delivery process, monitor key performance indicators [KPI's] and ensure that the promised quality of service [QoS] is delivered. Organization wide, display notices keep employees updated and involved with metrics such as inter alia (1) On-time delivery rate (2) Number and percentage of successful pickups and deliveries (3) Failed deliveries per million etc. Benefits of the solution include:

- Dynamic route optimization
- Personal navigation via smartphone [or similar device]
- Bar code scanning capture [1D & 2D]
- Customer alerts in real time via SMS and/or email
- Smartphone for both personal and business use
- Fuel and speed monitoring of delivery vehicles
- Customer web based interface for online real time tracking information
- Management dashboard for real time updates
- iBus InTouch Mobile Device Management
- TCO for dynamic routing via smartphones is significantly less than alternative solutions.

For organizations planning or considering a similar mobile solution to enhance the pick and delivery process please contact Softwired at sales@softwired-inc.com or call on +41 43 466 0787

Softwired's credo:

With our core [iBus Mobile Platform](#) we pride ourselves as a leading mobile solutions provider, working closely with organizations whose strategy is to embrace mobility as an indispensable business tool. However, what is most important to us is that our solutions actually work for our customers, which is more important than raw technology.

The Softwired TEAM

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