

DispatchTrack for

# BEEER

## DISTRIBUTORS



DispatchTrack

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# 01

## INTRODUCTION



### It's Time for Beer Delivery Technology to Evolve—That's Where DispatchTrack Comes In

One of the most common refrains we hear from beer distributors is that the routing technology for their industry hasn't evolved at all in the last 10 years.

This makes it hard to achieve operational efficiency—and even harder to provide five-star service to customers.

We're here to upend that trend. In [10+ years of delivery optimization](#), we've learned a lot about how beer distributors can boost efficiency, and we've made it our mission to provide the resources and the technology to help distributors thrive.

### DISPATCHTRACK'S PLATFORM HELPS BEER DISTRIBUTORS ACHIEVE:

- Radically **faster territory planning**
- **Planning, routing, and execution** within a single pane of glass
- **Streamlined coordination** between sales, merchandising, and delivery
- **Automated delivery costing** to maximize profitable stops
- **Unparalleled customer service**

**98%**

accurate ETAs



**10%**

fewer miles driven



**10%+**

efficiency gains across the board



**50%+**

faster routing



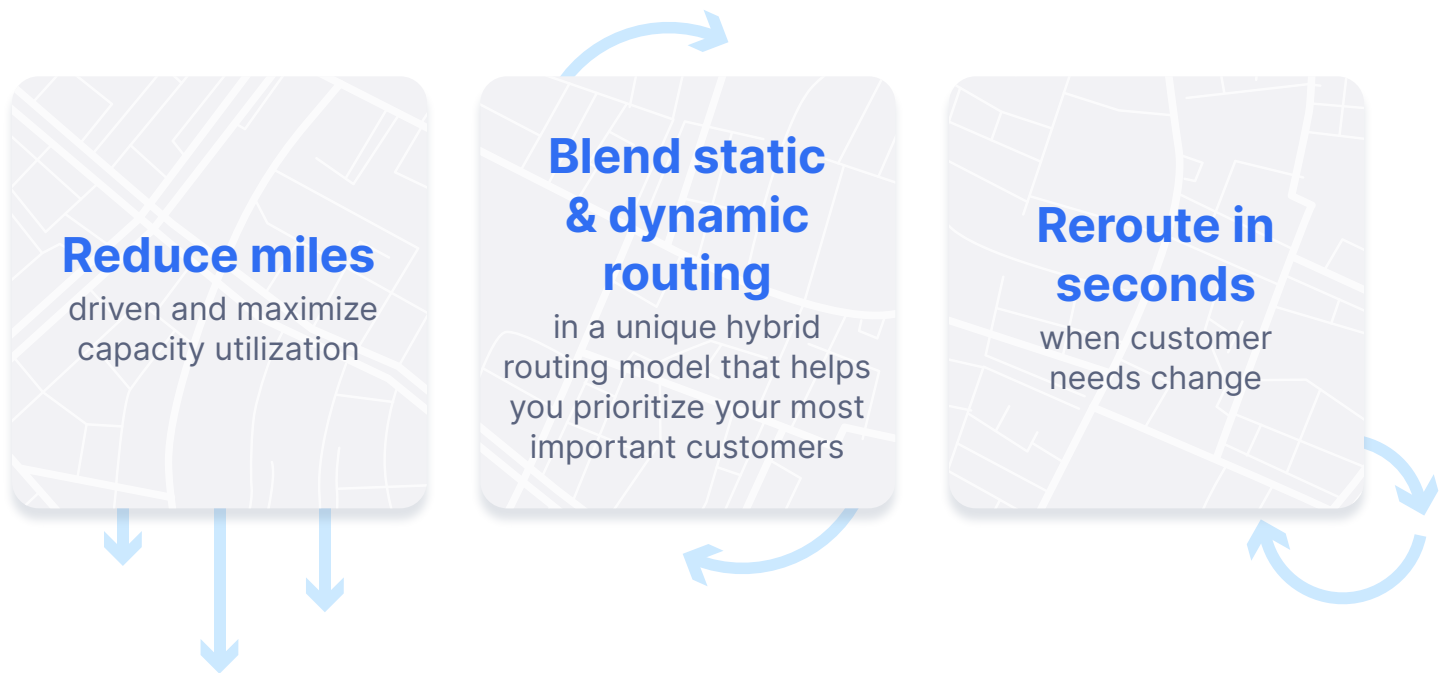
# 02

## FAST, EASY ROUTE OPTIMIZATION



Food and beverage distributors don't need to spend weeks developing workable route plans—in fact, they really can't afford to. You need to be able to move at the speed of business, and that means generating route plans in minutes and adjusting as needed without disrupting service to your top customers.

That's why DispatchTrack offers the next generation in route optimization. Our continuously learning, real-time, AI-powered multi-operational routing lets you generate practical routes in a matter of seconds. **This means that DispatchTrack's partners have the power to:**



# 03

## HOW DISPATCHTRACK HELPED CUT ROUTING time in half for a major food distributor

DispatchTrack's next-generation routing technology hypothetical—it's a proven solution for B2B delivery organizations. Quirch Foods for instance, recently partnered with DispatchTrack to streamline their IT and update their routing process.

By enabling Quirch to create delivery routes significantly more quickly, DispatchTrack's solution helped Quirch maximize capacity utilization and service

their customers more efficiently. **The result was a strong foundation for continued business growth:**

- **50%+ decrease in time spent routing**
- Automated pre-routing and route start alerts for customers
- Improved POD via integration with onboard sensors
- Scalable year over year growth

“

DispatchTrack's hybrid routing allows us to create more efficient routes in radically less time. And the results were immediate. We boosted our route efficiency, which translated into immediate savings.



**LUIS PORTO,**  
Director, Operations Development

**QUIRCH'**



# 04



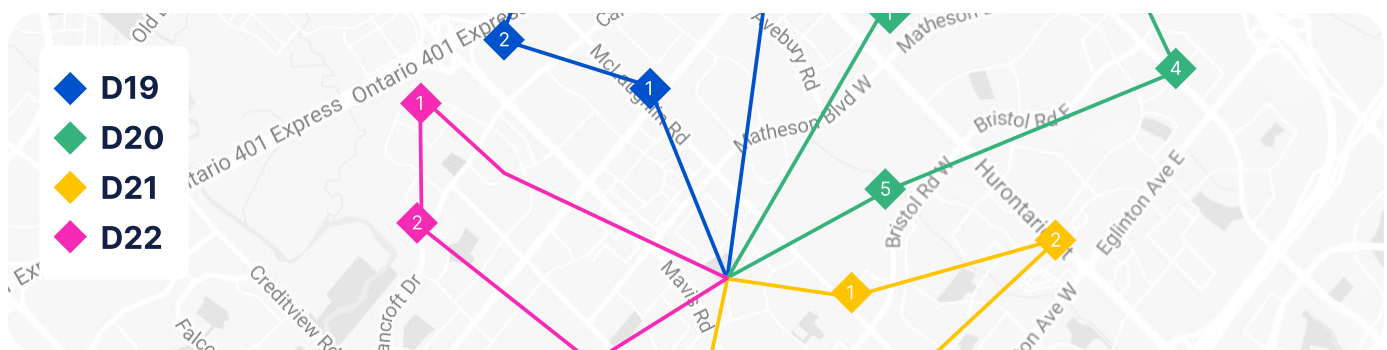
## RAPID SALES AND DELIVERY TERRITORY OPTIMIZATION

For too long, territory planning has been something that requires outside specialists or weeks of manual effort on the part of planners. Not only do slow, cumbersome processes like these eat up time and lengthen lead times, they also make your territory plans less flexible—meaning your drivers may be

taking inefficient routes and revenue between sellers may be badly balanced.

DispatchTrack's territory planning solution is designed to solve that problem, **By leveraging the power of AI and cloud computing, DispatchTrack powers 400% faster territory planning.**

400% faster territory planning



**This means that users can:**

Eliminate guesswork and manual effort by planning, replanning, and execution within one intelligent platform

Let the system automatically resequence as you make adjustments

Turn territories into usable route plans with the push of a button

Not only does this save you time and money in back office processes, it improves the service you provide to customers—all while ensuring that territory plans are balanced neatly between drivers/sellers.



Thanks to the power of AI, DispatchTrack now enables territory planners to create optimal and accurate territory plans in minutes. Instead of a tortuous and time-consuming balancing act between customer needs, seller revenue, and route efficiency, planners can have an agile process for crafting flexible plans that actually work in real-world conditions



**SATISH NATARAJAN,**  
DispatchTrack co-founder and CEO



# 05

## AUTOMATIC DELIVERY COSTING



Your delivery promises to top customers are the backbone of your operation—but keeping those promises doesn't mean you can't be flexible. By giving you total strategic visibility into your operations and

automatically calculating delivery costs at the planning stage, DispatchTrack gives beer distributors the right data at the right time to make the right decisions.

### Automatically visualize

cost-per-stop, cost-per-route, and cost-per-case while planning

### Leverage robust reporting

to gain insights into delivery costs after the fact

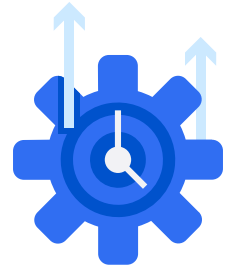
### Maximize profitable stops





# 06

## END-TO-END OPERATIONAL EFFICIENCY



Rapidly changing order mixes, volatile fuel and labor costs, and an ongoing driver shortage can make it difficult to keep costs down under the best of circumstances. But cost optimization can be even harder when you don't have strategic visibility and complete integration between planning and execution.

To help alleviate this pain point, DispatchTrack does more than just route and plan—it tackles last mile logistics from end to end, integrating routing with comprehensive customer communications, robust reporting, driver management and real-time delivery visibility via a single

intuitive dashboard. The result is that beer distributors can find new efficiencies and work to truly maximize the number of profitable stops they make.

- Significantly reduce time and costs associated with customer communications
- Manage exceptions in the field **50% faster**
- Drive **10% fewer** miles-per-stop
- Decrease cost-per-case by **25% cross-functionally**
- Consolidate IT and eliminate wasted manual effort to reduce costs

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DispatchTrack has helped us **save more than \$120,000 in 2 years**—and that's before we even put a number on the time savings...

**JIMMY PEREZ,**  
Vice President of Operations at Freedom Fresh



# 07

## ELEVATED CUSTOMER SERVICE



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Distributors need to eliminate their antiquated manual processes and bust through the silos separating sales, delivery, and merchandising. They must remove common bottlenecks and increase visibility across all operations. And they must be flexible enough to address the constant changes in the marketplace.



**DAREN LAUDA,**  
EVP, DispatchTrack

**DispatchTrack**

No matter how sophisticated your technology is, it's only as valuable as its impact on your customers. Customer service is typically a top priority for beer

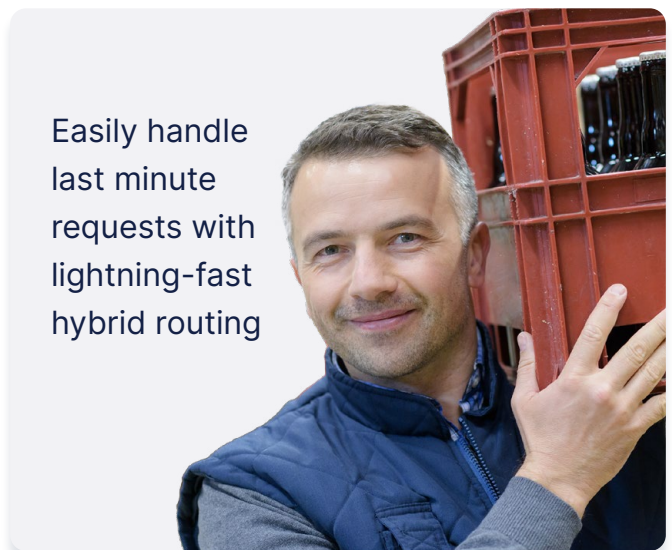
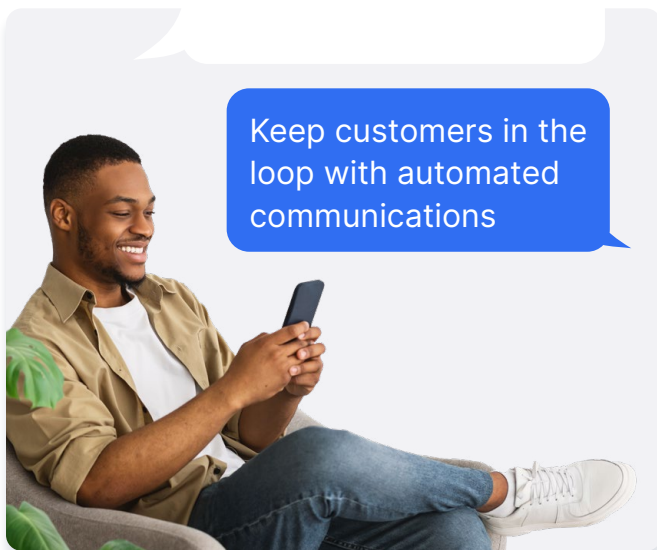
distributors, and the tools and processes that make deliveries happen need to reflect that.

At DispatchTrack, we give beer distributors the power to deliver at the right time, every time. With our hybrid routing engine, we ensure that your top customers get their orders exactly when they request them while maximizing your capacity usage around those stops. Your customers get automated delivery notifications when

their orders are scheduled, when their ETAs are set, and if there are unexpected changes or delays. All the while they can track their orders in real time from a live tracking portal. We even enable post-delivery follow-up from sales and merchandising via a separate app.

98%

Achievable rates by leveraging AI for on-time delivery



# 08

## HOW DISPATCHTRACK HELPS YOU GROW YOUR CAPABILITIES QUICKLY WITH A GLOBAL PARTNER

When our **2,500+ global customers** make promises to their customers, we make sure they deliver. As a SaaS-native platform, we're quick to deploy, quick to innovate, and totally committed to powering digital transformations for our food and beverage customers.

Our platform offers:

- Territory planning
- Strategic planning
- Hybrid route optimization
- Customer communication
- Real-time delivery tracking
- Driver mobile application
- Configurable reporting
- Sales/merchandising application
- Comprehensive IT integration

**Ready to partner with the global leader in last mile delivery software? Reach out now to book a demo!**

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[Call Us](#)





# DispatchTrack

Promise • Deliver • Delight

