![RouteSavvy logo](It's your time and money. Make the most of it.)

Route Planning Software Buying Guide

Learn how to buy the right route planning software for your small to mid-sized fleet & how it:

- Reduces miles driven
- Reduces operating costs
- Improves productivity & profitability

Contents

"RouteSavvy Route Planning Software provides immediate ROI and typically pays for itself in the month of purchase."

Section 1
Introduction

This Route Planning Software White Paper is designed for small to mid-sized businesses, organizations, departments & non-profits involved in the day-to-day work of providing:

- **Service Calls** (plumbers, electricians, tree & lawn companies, etc.), or

- **Pick-ups or Deliveries** (floral companies, landscape supply companies, non-profits picking up donations, etc.).

- Any other business wanting to visit multiple locations– (real-estate)

For small to mid-sized businesses, organizations, or non-profits involved in these activities, affordable, online route planning software emerges as an easy-to-use technology that yields big savings in time, fuel, and labor costs.

This Route Planning Software White Paper provides an in-depth look at this helpful, affordable technology, how it works, how it saves time and money, and buying tips.
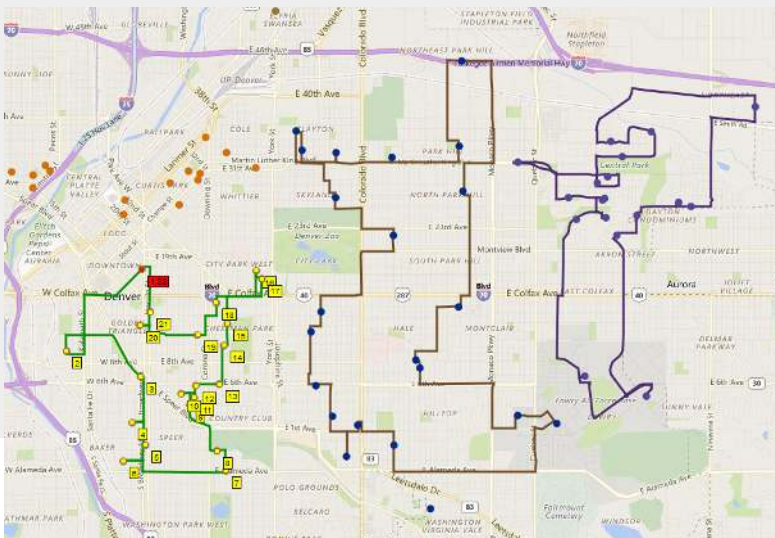
"The cost of fuel is typically 60% of a fleet's budget. Route planning software reduces miles driven, thus reducing fuel costs."

Did You Know?

Section 2
What Is Route Planning Software?

Route planning software is a practical, handy technology tool that allows those planning their own routes or in charge of planning the fleet's routes each day to automatically generate the most efficient routes for each vehicle in their fleet, based on the day's service calls, deliveries, or pick-ups.

Route planners simply input the various addresses of the day's calls into the route planning software tool. The route planning software then will quickly and automatically generate the most efficient route for each vehicle, saving the office staff hours of route planning time each week, as well as achieving significant savings on fuel and labor costs.

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There are many levels of route planning software with a variety of functions and price points. **Businesses or organizations with up to less than 100 vehicles should plan to buy route planning software specifically designed for small to mid-sized fleets.**

The more complex and expensive route planning software systems are overkill for a small business, as well as being much more expensive than route planning software tools scaled & developed specifically for small to mid-sized fleets.

Here are some basic levels you can expect to find when researching route planning software for your business or organization:
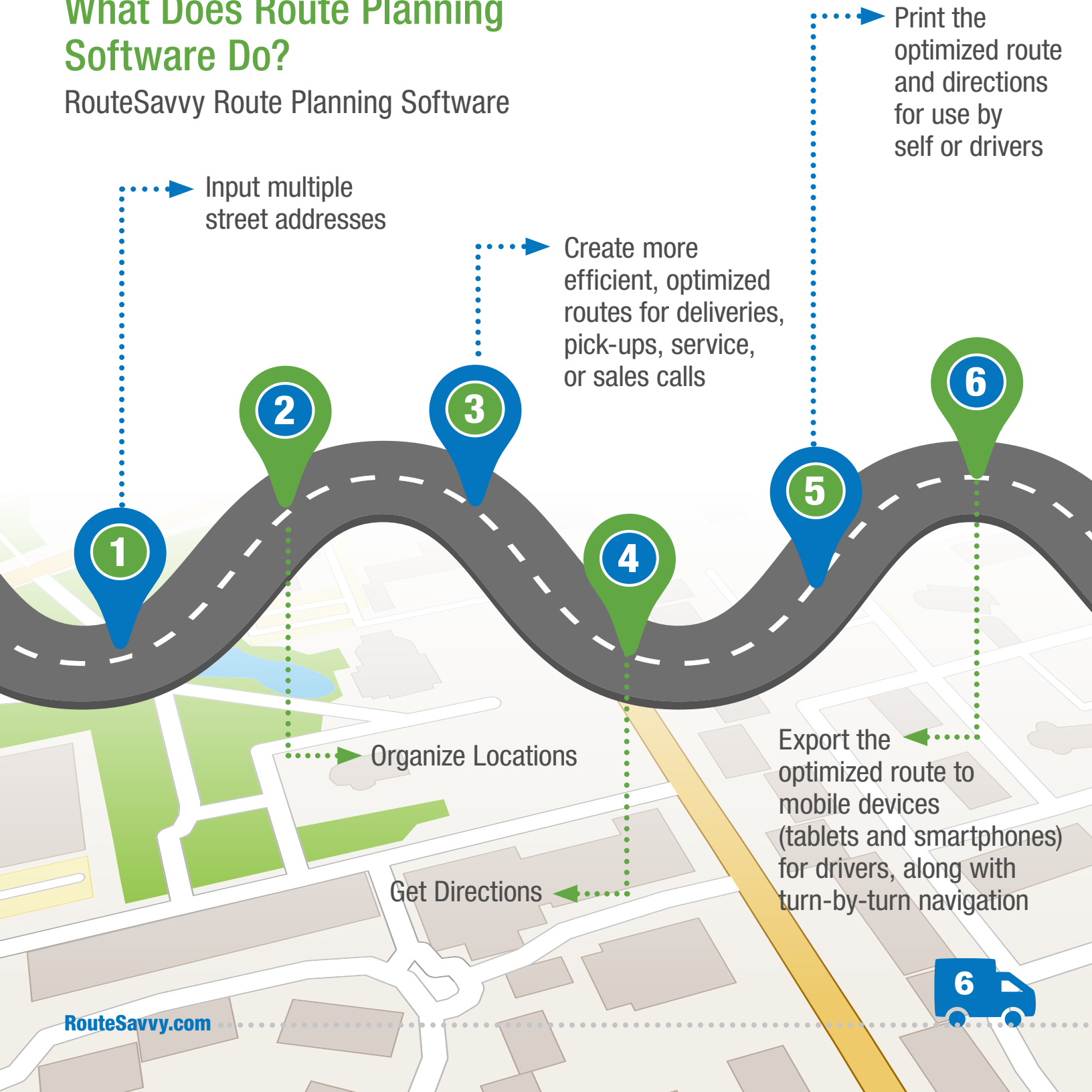
ROUTE PLANNING SOFTWARE OPTIONS

Company Size	Number of Vehicles	Route Planning Software Solution	Approximate Costs
Small & Mid-sized Companies & Organizations	Up to 100 vehicles	» Online tool » Subscription-based » No software to load	$25/month (or less)
Large Companies	Up to 1000 vehicles	» In-house Route Planning System purchased from a software vendor » Software installed on in-house computers	$500,000-$1 million
Mega-Corporations	Up to Over 1000 vehicles	» Custom-designed, in-house Route Planning System » Software installed on in-house computers	$Millions

Section 3

What Does Route Planning Software Do?

RouteSavvy Route Planning Software

Input multiple
street addresses

Print the
optimized route
and directions
for use by
self or drivers

Create more
efficient, optimized
routes for deliveries,
pick-ups, service,
or sales calls

Organize Locations

Export the
optimized route to
mobile devices
(tablets and smartphones)
for drivers, along with
turn-by-turn navigation

Get Directions

Section 4

Benefits of Using Route Planning Software

Route planning software that generates more efficient routes brings a whole host of benefits to businesses, organizations and non-profits that operate small to mid-sized fleets for deliveries, pick-ups, or service calls.

Here's a quick look at the many benefits of route planning software:

Immediate Return on Investment (ROI) – The day you deploy route planning software is the day you start saving money. With modestly priced route planning software tools like RouteSavvy costing less than $25 per month for up to 3 users, the immediate savings on fuel & labor costs usually result in the route planning software paying for itself within the first month of purchase.

"RouteSavvy Route Planning Software only costs $300/year for 3 users, and saves companies with small to mid-sized fleets thousands of dollars per year."

Did You Know?

Benefits of Using Route Planning Software (continued)

Reduced Fuel Costs – It's common sense that a more efficient route means less miles driven. When you drive less miles, you reduce the fuel spend for the fleet. Industry research confirms that the fuel spend is usually 60% of a fleet's operating expenses. By reducing the fuel spend day after day, it helps reduce one of the biggest expenses associated with operating a fleet.

Reduced Overtime Labor Costs – When routes are more efficient and result in less miles driven, it also can help reduce overtime labor costs. With route planning software generating more efficient routes, drivers are able to finish their routes for the day in less time.

Saves Office Staff Time – Office staff time costs money, too! Case studies show that office staff in charge of planning the day's routes often save at least of 2 hours per week on their route planning activities when they use route planning software.

Benefits of Using Route Planning Software (continued)

Improves Productivity & Profitability – Route planning software helps improve productivity in a very simple, measurable way. When routes are more efficient, it's often possible to add one more stop, delivery, or service call in the course of the day or the week. As businesses & organizations get more service calls, deliveries, or pick-ups done using the same resources, the improved productivity creates more revenue that can go straight to the bottom line.

Improves Customer Satisfaction – Numerous research studies show that a customer's delivery experience has a direct and powerful effect on their satisfaction levels, and whether they will use that business again. On-time arrival is a key factor in achieving customer satisfaction for a delivery, pick-up, or service call. More efficient routing helps drivers do a better job of arriving at their targeted destination on time.

Reduces Carbon Emissions – For any company that sets a goal to reduce their carbon emissions in the fight against global warming, route planning software helps achieve that goal by reducing miles driven, reducing fuel consumption, and reducing carbon emissions.

Section 5

What Industries Should Be Using Route Planning Software?

Route Planning Software is a powerful tool that will benefit any and all businesses or organizations in involved in service calls, sales calls, deliveries, and pick-ups. Here's a look at the many industries that benefit from deploying route planning software.

SERVICE & SALES CALL BUSINESSES

Airport Shuttle Service
Alarm and Security
Appliance Install/Repair
Appraisers
Asset Recovery
Auto Parts/Repair
Beverage Machine Refills
Cable/Satellite Sales
Cable/Satellite Installation
Carpet Cleaning
Catering Businesses
Chimney Sweeps

Cleaning Services
Computer Support
Courier Services
Driveway Sealcoating
Dog Grooming
Dog Walking
Education/Tutor Visits
Electrician services
Errands
Field services
Fire and Water Restoration
Fire Safety & Inspection Services
Flooring Services
Fleet Maintenance and Repair
Gutter Cleaning Services
Handyman Services
Home Health & Nursing Services
House Cleaning
Housekeeping Services
HVAC – Heating and AC
Inspection
Insurance

Janitorial
Laboratory Courier
Landscaping
Lawn Care
Maid Services
Maintenance
Paper Shredding & Scanning Services
Patio and Deck Repair & Construction
Pest Control
Pet Sitting
Plumbing Services
Political Organization
Pool and Spa Maintenance
Power Washing Service
Process Serving
Real Estate Services
Roofing Services
Sales – General
Satellite Dish Installation
Secret Shopper

SERVICE & SALES CALL BUSINESSES

Septic Tank Cleaning
Service Calls – General
Siding Installation Service
Snow Plowing & Removal
Social Services
State Government
Surveying
Taxi/Limo Service
Technicians - General
Telecommunications
Installation & Inspections
Tourism & Tour Planning
Vehicle Transport
Waste Collection
Window Cleaning

DELIVERY BUSINESSES

Auto Parts Deliveries
Bakery Deliveries & Pick-ups
Beauty Supply
Dairy Deliveries
Florists
Food & Meal Delivery
Grocery Delivery Services
Ice Deliveries
Laundromat & Dry Cleaning Delivery
Medical & Pharmaceutical Delivery
Medical Equipment Delivery
Newspaper Delivery
Propane & Energy Delivery
Printing & Press Delivery
Retail Furniture Delivery

"RouteSavvy Route Planning Software has been developed specifically for use by service, delivery & pick-up businesses & organizations with small to mid-sized fleets."

Did You Know?

PICK-UPs

Appliance Pick-ups
Charitable Donation Pick-ups
Municipal Government Pick-ups
(Garbage & Recycling)

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Section 6
Route Planning Software Buying Tips

How To Choose The Right Route Planning Software for Your Small to Mid-sized Fleet

There are many route planning software products on the market today, with a dizzying array of features, functions, technology approaches, and price points. So what's a fleet manager to do to choose the right route planning software?

- You can conduct Internet research.
- You can check product reviews.
- You can buy blindly and hope you bought the right software.

But all that takes time, which is the most precious commodity for many business owners and fleet managers. With that in mind, here are **10 tips** to help ensure you buy the right route planning software for your small to mid-sized fleet.

"Route Planning Software is one of the easiest technologies to implement, with some of the fastest return on investment."

Did You Know?

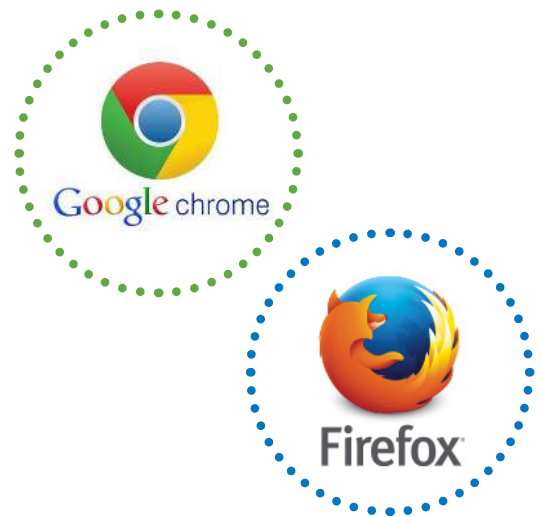# 10 Tips for Buying Route Planning Software

Tip 1

Buy ONLINE Route Planning Software

Small to mid-sized fleets are best served when they buy online route planning software, i.e. route planning software that is accessed via the web. With this cost-effective approach, business, organizations & non-profits don't have to buy any software, nor do they need to install it on their computers and maintain it over time. They simple purchase an affordable subscription to use the software, create an account with logins, and then log in to a route planning software website tostart optimizing routes and start saving money immediately.

Tip 2

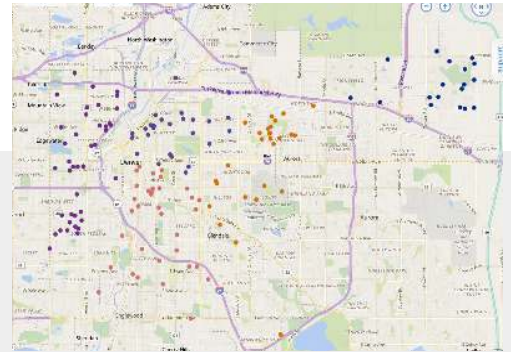## Make Sure The Route Planning Software Works on Multiple Browsers

Since the best route planning software for small to mid-sized fleets is online, it stands to reason that route planning software worth its salt should be able to run on multiple browsers (Chrome and Firefox, for example.)

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10 Tips for Buying Route Planning Software
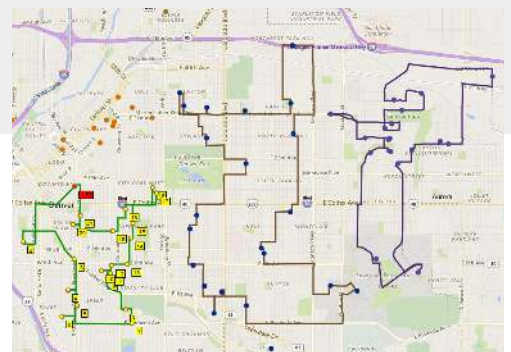
Tip 3

Choose Route Planning Software That Can Handle More Than 10 Stops Per Day

The old saying "you get what you pay for" applies to route planning software. There are plenty of free options out there. But if you read the fine print, many of those free route planning software solutions can only handle 10 stops. That's not enough for a bustling business that handles more than 10 stops a day.

Tip 4

Make Sure The Route Planning Software Can Create Multiple Routes for Multiple Vehicles In Your Fleet

Many businesses offering pick-ups, deliveries, and service calls have more than one van or truck in their fleet. So make sure you purchase a subscription to route planning software that can optimize routes for the multiple vehicles in your fleet. This can also help an individual who wants to create a separate route per day.

10 Tips for Buying Route Planning Software
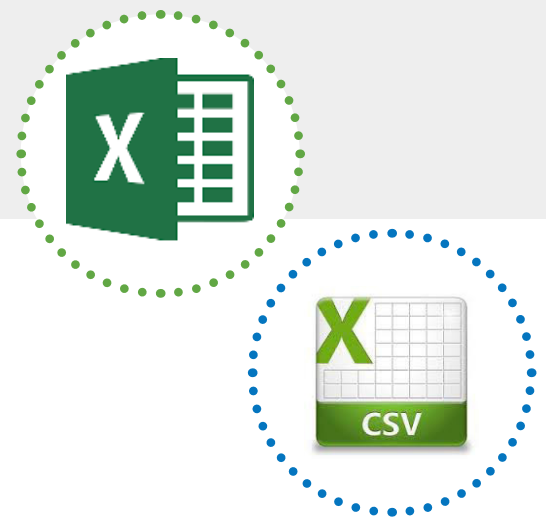
Tip 5

The Route Planning Software Should Be Able To Process Routes in Seconds

Once you've inputted the data for the day's service calls, deliveries, or pick-ups, a solid route planning software tool will be able to process and optimize a route in seconds. If it takes longer than that, you've got an underpowered route planning tool.

Tip 6

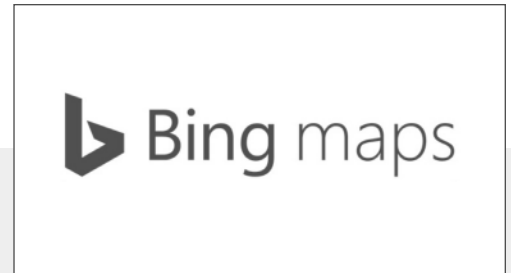## Choose A Route Planner That Can Import & Export Addresses in Standard Data Formats

Whether you're importing addresses to optimize routes or exporting them to mobile devices for use by your drivers, a good route planning software tool will perform these functions using standard data formats. When reviewing your options for route planning software, make sure that the data import/export functions can be performed using standard data formats such as an Excel file or a CSV file.

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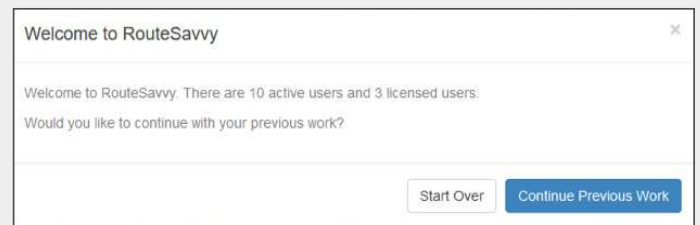# 10 Tips for Buying Route Planning Software

Tip 7

Make Sure The Route Planner Uses Up-to-date Mapping Data

All the route planners in the world can't help you if the mapping data is out of date. Make sure that you choose route planning software that makes use of up-to-date mapping data. This is done with online mapping services like Bing Maps by Microsoft so they take care of all the map updates.

Tip 8

Online Route Planning Software MUST Have An Auto-Save Function

When using online route planning software tools, make sure it has an auto-save function in case your internet connection goes down. Since online route planning software relies on data and processing that's online, an interupted internet connection will put a halt to your route planning and optimizing. If a backhoe operator just happens to cut through a fiber optic line, or if an intense electrical storm is passing through your area that interrupts internet service, an auto-save function will become your best friend.

10 Tips for Buying Route Planning Software

Tip 9

Route Planning Software Should Be Able To Both Print Routes & Export Optimized Routes To Mobile Devices

We're still at the stage where some drivers prefer a print-out of their routes, and some drivers literally can't function without their smartphone or tablet. To make sure you can empower both types of drivers, it's imperative that your route planning software can generate an optimized route, and both print it, and send it to a tablet or smartphone. In addition, the ability to export an optimized route to a mobile device that provides turn-by-turn navigation enhances safety because the drivers can keep their hands on the wheel and their eyes on the road, while they're listening to instructions of where to go.
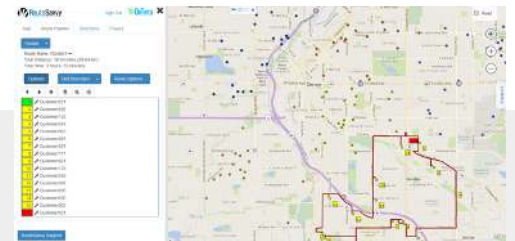
Tip 10

Your Route Planning Software Should Be Affordable

Route planning software that's powerful, web-based, and starts saving money the day it goes into use can be had for $25 a month. If you're paying any more than that for route planning software for a small to mid-sized fleet, you're probably paying too much.

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Section 7
About RouteSavvy Route Planning Software

RouteSavvy

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

RouteSavvy Route Planning Software is affordable route planning software designed specifically for the needs of small to mid-sized fleets. Here's a quick overview of RouteSavvy:

What is it: Online route planning software

What does it do?: RouteSavvy allows users to input a series of addresses for the days service calls, deliveries, or pick-ups, and then optimizes the routes to reduce miles driven, reduce fuel spend, reduce overtime labor costs, and improve productivity.

Route Optimization Process: RouteSavvy optimizes routes in a simple, three-step process:

1. input addresses;
2. organize addresses by vehicle or territory;
3. hit the "Optimize" button to generate the most efficient route.

"RouteSavvy Route Planning Software can shave HOURS per week off the time office staff spends on optimizing routes for the company's fleet."

Did You Know?

About RouteSavvy Route Planning Software
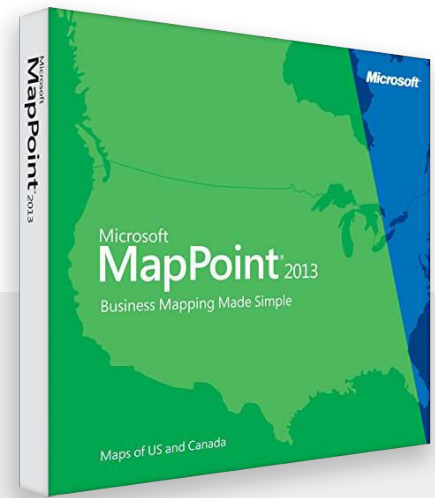
A MapPoint® & Streets & Trips Alternative: Support for Microsoft's MapPoint® and Streets & Trips has been discontinued. This means mapping data for these applications will no longer be upto date. RouteSavvy is based on Bing Maps & has an interface so similar to MapPoint® and Streets & Trips that it's easy for MapPoint users to hit the ground running when they transition to RouteSavvy.

Technical Specs: Online, subscription-based route planning software with many helpful features & functions

Cost: RouteSavvy costs less than $25/month for up to 3 users. It typically pays for the initial investment of $300 for the year within the first month of use.

Website: www.RouteSavvy.com

FREE 14-day Trial: Still not sure? Please visit **www.RouteSavvy.com**, and click on the Button at the top of the home page for a **FREE**, 14-day test drive of this powerful route planning software.

RouteSavvy Route Planning Software:
The Ideal Alternative to Microsoft's MapPoint and Streets & Trips, which have been discontinued.

RouteSavvy has been designed with an interface so similar to MapPoint and Streets & Trips, so those users can hit the ground running with RouteSavvy.

Section 8

RouteSavvy Route Planning Software Case Studies

One of the best ways to understand the positive impact that route planning software can have on your business is to read real-world case studies of the product in use by businesses around the world.

Here are three short case studies that illustrate how RouteSavvy has helped businesses route more efficiently and save time and money.

"RouteSavvy Route Planning software saves businesses office staff & labor time, reduces fuel costs & improves customer satisfaction."

Did You Know?

Route Planning Software Case Study 1:

Signs Display – United Kingdom

Industry Type: Real estate signage business

Size of Fleet: 15 vans

The Problem: Signs Display produces and then delivers real estate signs throughout the northern England city of Kingston Upon Hull. Their vans deliver real estate signs wherever real estate is for sale or for rent. Their operations manager was spending 2-3 hours per evening, manually planning the routes using printed maps. This was taking time away from his family with young children, and it was causing the company to spend more than needed on fuel costs.

The Solution: RouteSavvy was chosen to help Signs Display quickly and easily generate more efficient routes, and to help save time in the process of planning efficient routes.

The Results:

- Signs Display's operations manager now has time off in the evenings to spend with his wife and their young children.

- The company is saving more than $14,000 per year, from an investment of $300.

Route Planning Software Case Study 2:

Maier Tree & Lawn – Minnesota, USA
Industry Type: Tree & Lawncare Company
Size of Fleet: 18 vehicles ranging from sales cars to pick-up trucks & boom trucks

The Problem: Maier Tree & Lawn ranges throughout their service area providing everything from lawncare to heavy-duty work to prune or remove trees. The different type of vehicles each have very different routing needs and the number of stops per day vary greatly. Maier Tree & Lawn management was looking for a way to streamline the management of where their vehicles traveled each day. They needed route planning software that could handle routing for multiple vehicles with vastly differing uses during the course of a workday.

The Solution: Maier Tree & Lawn chose RouteSavvy to streamline their route planning and improve the management of their fleet.

The Results: RouteSavvy is saving the company roughly $150 per week, totaling more than $7,000 per year in savings for an investment of $300.

Route Planning Software Case Study 3:

PlanetAid - Elkridge, MD

Industry Type: Non-profit organization

Size of Fleet: 110 vehicles including box trucks

The Problem: PlanetAid has a series of drop boxes where citizens can donate gently used clothing for re-use by others. PlanetAid sends trucks out each day to pick up donations from the donation bins. With more than 100 vehicles, it was far too complex to be able to develop routes manually. PlanetAid was using Microsoft's MapPoint® software, which was discontinued. PlanetAid needed a MapPoint alternative that would be easy to learn and use.

The Solution: PlanetAid chose RouteSavvy for many reasons. One main reason is that RouteSavvy's user interface is so similar to MapPoint that it was easy to learn and get up to speed.

The Results: PlanetAid is saving 2 hours per driver per day because of RouteSavvy.

Section 9

Summary: Why All Small Fleets Should Be Using Online, Subscription-based Route Planning Software

All fleets benefit from route planning software. But small to mid-sized fleets, in particular, will benefit from using affordable route planning software. In doing so, businesses, organizations & non-profits will achieve the following benefits:

- Reduce miles driven
- Reduce fuel costs
- Reduce labor costs
- Reduce carbon footprint
- Improve productivity
- Improve customer satisfaction

Route planning software is the ideal, affordable way to improve operations & profitability with minimal investment and **IMMEDIATE ROI**.

To learn more about RouteSavvy Route Planning Software, visit: **www.RouteSavvy.com**, and sign up for a Free 14-day trial.