

OPTIYOL | BRIDGESTONE MOBILITY SOLUTIONS

Combining Fleet Telematics with Route Optimization for Peak Performance

Optiyol collaborates with Arvento (a sister company of Bridgestone Mobility Solutions) to explore a unified solution for route optimization and tracking capabilities.

THE CHALLENGE

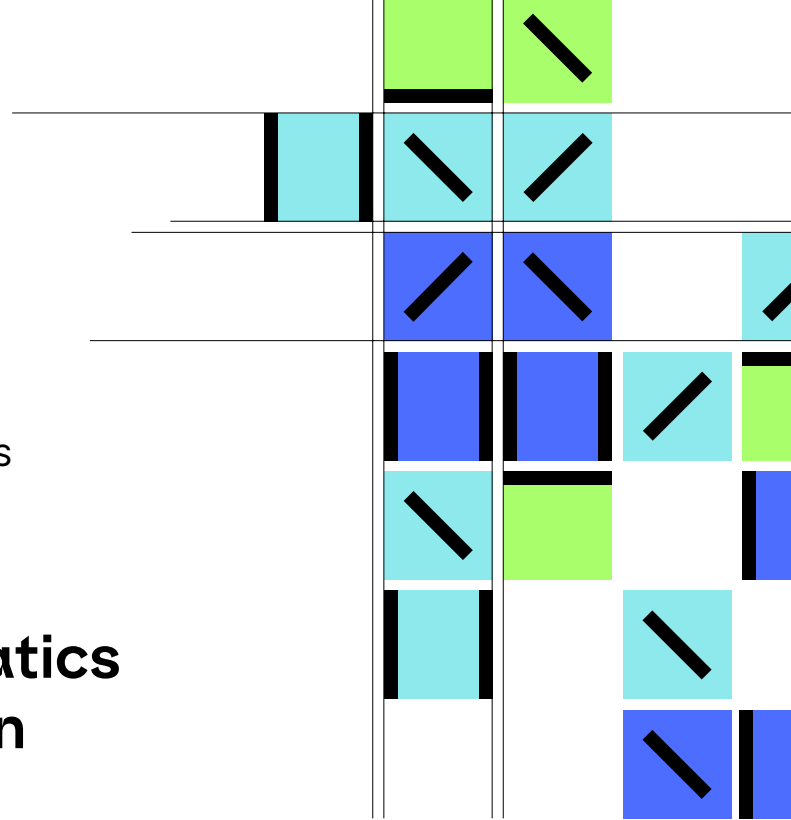
Fleet operators today need to often use different tools and dashboards for optimizing routes and tracking fleet activities. Moreover, they often lack advanced and automated tools that optimize planning activities. This translates to more time spent on planning and being less efficient due to a lack of integrated solutions.

THE SOLUTION

As part of this project, the teams created a single dashboard that integrates data from Optiyol and Arvento and processed the data with Optiyol's Smart Planning Algorithms enabling real-time comparison of planned versus actual routes while simplifying the reconciliation of transportation costs between shippers and carriers.

THE OUTCOME

The team could identify significant improvements in distance driven and fuel costs for the same deliveries. Operators no longer had to switch between various screens. The settlement process became clearer and more equitable between shippers and carriers. Real-time visibility allowed for faster identification and resolution of any field issues.



OPTIYOL

WEBSITE

optiyol.com

FOUNDED

2018

HEADQUARTERS

Istanbul, Turkey

NO. OF EMPLOYEES

10–50



Optiyol reduces transportation costs and emissions, improves visibility, automates transportation planning, and enhances customer service.

Optiyol's platform automates and optimizes transportation planning together with real-time visibility on executed routes by advanced optimization algorithms that capture most real-life constraints and various objectives.

ABOUT STARTUP AUTOBAHN

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 400 projects with more than 300 startups since its founding in 2016.

ACKNOWLEDGEMENTS

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