



Last Mile Logistics Platform Enabled By Smart Routing Algorithms.

Leading integrated supply chain specialist firm engaged Thyrmr to design and build an end-to-end solution from order to delivery that guides package delivery through smart routing algorithms and pushes optimal routes to the mobile app to achieve smooth delivery process by providing drivers with point-to-point delivery instructions, delivery details by order and delivery recording capabilities.



Problem Statement

- ◆ Our client—A leading supply chain consulting firm wanted to leverage fundamental step change in computational power to meet evolved consumer expectations and provide last mile optimization, aggregation and differentiation.
- ◆ Our client wanted to build a superior continuous delivery capability by better utilizing machine learning and artificial intelligence and improve consumer delivery experiences while reducing overall delivery costs
- ◆ The requirement was to build an Integrated Logistics Management (ILM), a mobile application which will work in concert with its OTM cloud pre-configured solution for asset based 3PLs.



Solution and Implementation

- ◆ Thrymr envisaged, designed and built a highly customizable solution that enables delivery features based on end user requirements and preferences, such as digital signature capture, delivery time windows, picture confirmation and delivery status notifications.
- ◆ Thrymr's solution leveraged smart route optimization solutions, Google maps integration, and Google technology stack.
- ◆ Thrymr's solution also provided enhanced visibility to any track and trace delivery use case from order through to delivery with notifications each step of the way.

Results:

- The new Integrated Logistics Management (ILM) mobile app added new dimensions to the client's capabilities to offer more comprehensive high-tech enabled last mile delivery platform to their customers
- The app helped on-board more players in logistics management for any OTM user and positively impacted logistics and business performance
- The solution enabled the customers to lead in the new delivery reality by better utilizing AI and ML and improved consumer delivery experiences while reducing overall delivery costs.

Thyrmr provides progressive and wide range of quality skills and services to facilitate end to end solutions for different IT needs. We work as a strategic partner for clients, working with them in an open and honest manner to shoulder the responsibilities of various IT challenges.