

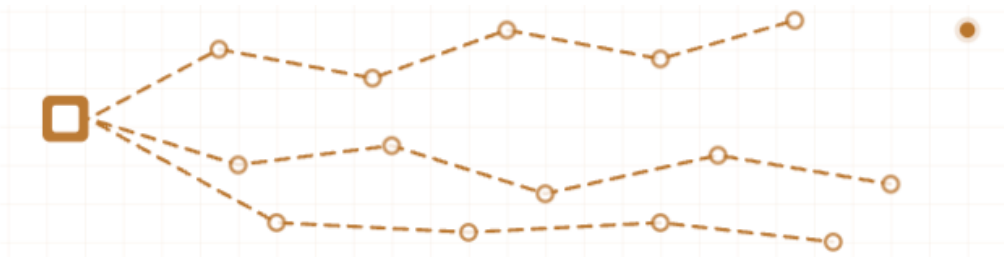
# Building a Dispatcher Intelligence Platform

A distribution company needed to replace manual route planning with a spatial, automated workflow. Purpose-built dispatcher tool integrating HERE Location Services.

INDUSTRY  
**Logistics & distribution**

LOCATION  
**Europe**

SOLUTION  
**Dispatcher application**



## THE CHALLENGE

### Complex weekly delivery schedules

The existing process was manual and fragmented: orders arrived through multiple channels, customer addresses were unvalidated, delivery zones were loosely defined, and route planning for heavy vehicles — which operate under strict road restriction rules — was done without any spatial optimization. Dispatchers had no unified view of planned routes, estimated delivery times, or driver schedules.

## THE SOLUTION

### Placematic built a dedicated dispatcher application

Placematic designed and built a dedicated dispatcher application integrating HERE APIs at every stage of the delivery workflow:

- Order intake & geocoding — incoming orders are matched to existing customer IDs; new customers are automatically geocoded via HERE Geocoding API and assigned to delivery zones based on spatial boundaries
- Routing & Optimization API — each delivery zone generates an optimized weekly route accounting for truck-specific road restrictions, live traffic conditions, and delivery time windows; every new order triggers automatic re-optimization

- Real-time dispatcher view — dispatchers see planned routes for each driver at any moment, with estimated delivery duration and distance including traffic impact
- Manual override & priority controls — dispatchers can adjust stop order, assign priority to specific deliveries, or plan overnight stops for long-haul routes
- PDF export — at day close, the system generates a structured PDF with the final stop sequence for each driver, ready for field use

## THE RESULTS

### Measurable impact across delivery operations

Dispatchers moved from manual, spreadsheet-based planning to a fully spatial, automated workflow. Route planning that previously required hours of manual coordination now runs continuously — re-optimizing automatically with each new order. The platform gives dispatchers full visibility into driver schedules, delivery time estimates, and road-compliant routing for heavy vehicles, while preserving manual control where operational judgment is needed.



Placematic is a Location Intelligence SaaS company based in Rolling Meadows, IL. We build spatial software, operate proprietary location APIs, and deliver HERE Technologies services to B2B companies. HERE Gold Partner since 2016.

+1 (224) 875-1929

[hello@placematic.com](mailto:hello@placematic.com)

[placematic.com](https://placematic.com)

[Book a demo →](#)