

Building a Dispatcher Intelligence Platform

Powered by HERE Routing and Optimization API

INDUSTRY: Logistics & Distribution

GEOGRAPHY: Regional / Multi-route Operations

TECHNOLOGIES: HERE Routing API · Optimization API · Geocoding API · Truck Routing

THE CHALLENGE

A logistics and distribution company needed a purpose-built dispatcher tool to manage complex weekly delivery schedules across multiple drivers, regions, and customer locations.

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 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 RESULT

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.

