

Standard vs. Dynamic Routing

The two main types of routing — standard and dynamic — each have their pros and cons. Which is best for your operation?

Standard Routing

With standard routing (also known as static or template routing), there's a specific route and a specific sequence. When customers order, they automatically get placed on the route you assign them to. Preferred customers get the service level they desire, but it's harder to get a truck to capacity and save money.

Pros

- Better level customer service
- Driver familiarity

Cons

- Less efficient route plan
- More Costly
- Additional route balancing needed

Dynamic Routing

Dynamic routing looks at business constraints such as capacity, time windows, customer and vehicle restrictions, and total time. Routes are balanced and created automatically based on these restrictions, but this means customers see different drivers from one day to the next and drivers don't master their territories.

Pros

- Fewer trucks
- Improved sequence of stops
- Reduced miles
- Lower costs
- Maximize capacity

Cons

- Customers lose consistency with drivers
- Drivers unfamiliar with territories

What if you could have the best of both worlds?

Omnitracs Roadnet routing solutions do the work for you so you can balance customer service with cost savings in the most efficient way possible.

For more information on routing solutions, visit www.omnitracs.com/solutions/planning-delivery