



## TRANSPORTATION ANALYTICS

### Executive Summary

The daily deluge of transportation data from disparate systems like route planning and onboard computers (OBCs) conceals actionable intelligence that can lead to increased efficiency and cost savings. The challenge is finding those insights quickly enough to support fact-based decision-making.

Syntelic combines all available transportation data into a single, flexible workspace for continuous fleet optimization. How easily can you mine the wealth of data you already have from your various systems? Can you drill down on specifics? Can you find gaps in your equipment utilization? How quickly can you find the 20 percent of variances that represent 80 percent of your performance challenges in service time, driver productivity, delivery accuracy, and fuel efficiency? Are you leaving money on the table?

Syntelic is not a replacement for your existing systems. It makes better use of those investments by enhancing operational efficiency.

### BENEFITS OF SYNTELIC

- Increased route profitability by addressing driver performance, delivery accuracy, costs, and other factors.
- Interactive dashboards and user-configurable views provide daily visibility into transportation operations.
- Improved driver safety through safety scorecard and driver coaching supported with facts-based tools.
- A scalable, centrally administered solution for large, geographically dispersed companies.

### Plan vs. Actual

Syntelic merges data from your routing system, OBCs, order management system, and other sources, including human resources and financials, all the data you need for in-depth analytics.

# SYNTELIC TRANSPORTATION ANALYTICS

**Syntelic** offers drill-down and data filtering tools, user-defined calculations, and interactive dashboards and scorecards that you can use to make your routes more profitable. You can drill down on any data point or roll up to summary views, filter on data ranges, and look for exceptions and trends. Visualize plan vs. actual Side-by-side to measure performance for any driver, route, and delivery stop. Syntelic is your command and control dashboard for examining route profitability. You can go back to your routing system to optimize route plans and coach your drivers to change behavior as you manage by exception.



Syntelic is a powerful analytical tool to help you:

- Reduce out-of-route miles
- Eliminate excessive service time
- Reduce errors and damage claims
- Save on fuel costs
- Improve driver safety
- Track performance trends

## IMPROVE CUSTOMER SERVICE

Syntelic provides you with the big picture perspective you need to prioritize customer service. Customer satisfaction and retention are improved by the same cost-cutting efficiencies: on-time deliveries, faster unloading, and fewer delivery errors.

System alerts, such as late delivery notifications, allow you to handle customer service issues before they become a problem. Change your routes with confidence, knowing that you'll have the data you need to back up your decisions.

## GO BEYOND THE LIMITS OF TEMPLATES

Why do you need Syntelic when your other systems already provide you with an array of data displays and reports? It's simple. Syntelic isn't constrained by a set of pre-defined templates. When you need new views, you won't have to go through your IT department or pay a fee. Syntelic software is built to be adaptable, so every chart, graph, dashboard, scorecard, and data field can be customized to fit your business rules, operations, and processes. You can quickly and easily modify a view, add or hide a data column, and create and share a new calculation. The menus and views in Syntelic can all be customized and managed centrally based on user roles and permissions.

You will benefit from the flexibility and control Syntelic provides by integrating your data and enabling you to continually find opportunities to improve your transportation operations.



## ABOUT SYNTELIC SOLUTIONS CORPORATION

Since 1996, Syntelic has provided warehouse and transportation solutions for some of the most respected distribution operations in the United States. We are committed to bringing measurable value to our clients' distribution operations by converting information into actionable business intelligence.

