

Case study

# Now we can improve the delivery experience

How Rastret builds more efficient fleet management software and hardware with help from AWS and HERE



Rastret needed

**To help its customers optimize delivery routes**

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HERE delivered

**Easy to use development tools and up-to-date tour planning information**

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Rastret gained

**Reliable infrastructure, accurate data and the ability to help customers reduce fuel consumption**

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Rastret needed

# To help its customers optimize delivery routes

## The international logistics company builds bespoke software and hardware solutions for fleet management

Delivery companies in Central and South America, like many countries across the globe, face two major challenges: demand for home deliveries has increased, and finding experienced and knowledgeable drivers is difficult.



Miguel Loya

“Today, even a small local shop has to have a home delivery system,” said Miguel Loya, Rastret’s CTO.

More deliveries mean more drivers are needed – but historically, only those with expert local knowledge could do the job. This limited who a fleet owner could hire and it required owners to give more freedom to drivers.

“Technology has made the delivery market more dynamic because that expertise is no longer needed,” Loya added. Armed with the right navigation tools, drivers can rely on Rastret’s software to plan routes for them. This widens the pool of potential drivers.

Rastret provides software and hardware to small and mid-size logistics companies. The company’s solutions upgrade the customer’s navigation capabilities and expand their pool of potential drivers, while keeping them within tight cost margins. Already operating in the Americas, from Chile to the Southern USA, the company is now expanding into parts of Europe.

“There has been exponential growth in the area of delivery, especially the last mile.”

Miguel Loya, CTO, Rastret



### About Rastret

Rastret offers solutions that provide precise technological intelligence through personalized options for partners and clients. They are dedicated to the monitoring and location of units, through GPS devices, as well as the development of applications focused on fleet security and logistics.

## Why HERE?



### Innovation

A location platform and flexible APIs accelerate development and meet program requirements.



### Excellent support

Strong professional, technical and industry expertise from HERE maximized success for Rastret and its customers.



### Quick & easy integration

Rastret easily integrated HERE location data and services into its software.



### Completeness

HERE’s rich portfolio enables Rastret’s software to reach a new level of granularity in routing and navigation.



### Partnership

HERE and AWS provide a strong infrastructure that shifts the entire business to the cloud at a global level.

HERE delivered

# Easy-to-use development tools and up-to-date tour planning information



Rastret uses Amazon Web Services (AWS) and HERE to solve location-related challenges. Together, AWS and HERE accelerate speed to market and time to value through the power of location services and the leading cloud and IT services.

Rastret leverages HERE's fleet-specific data, tools and APIs, such as **HERE Tour Planning** and **HERE Last Mile**, along with geofencing, geocoding and geotagging tools. Up-to-date information on changes in the weather, construction on the roads, road geometry and traffic helps Rastret's clients plan the best routes and react quickly to changes.

"I am really impressed by the flexibility of HERE's products. They save us a lot of work because they are ready-made solutions and we can focus on implementation," Loya said.

Stability is vital to Rastret's clients, which is why Rastret works so closely with AWS. The security and stability of AWS' servers gives the logistics company the flexibility and reliability they need to grow.

"Route predictions are very important today and they involve lots of elements. Having as much up to date information as possible allows us to make better decisions. The shortest route is not always the best route."

Miguel Loya, CTO, Rastret

Rastret gained

# Reliable infrastructure, accurate data and the ability to help customers reduce fuel consumption

Rastret has been a proud AWS customer for a number of years due to the service's flexibility, scalability and reliability. The addition of location technology from HERE blended well with AWS' offering and accelerated multiple areas of Rastret's business.



With a powerful location platform that combines enterprise-grade location data, services and tooling, HERE looks for ways to help customers innovate. HERE also offers the development support that allows for easy integration of HERE data with customer data to deliver applications that impact end users in meaningful ways.

Fresh and accurate location data is critical to solving the driver shortage for Rastret's clients. Since switching to HERE products and development tools, they've resolved a number of issues related to inaccurate information and outdated positions.

It can be difficult to quantify the impact a good development tool has on a project. But in terms of implementation timelines, Loya estimates that HERE's tools enable them to work approximately 30% faster.

"Right now, I'm working on a project and the results we're obtaining are about two months ahead of schedule," said Loya.

The overall benefits of AWS and HERE extend to Rastret's customer base as well. Rastret has watched its clients reduce fuel use and increase fleet efficiency without increasing the size of their fleet.

Research and development sets Rastret apart from its competition. With support location technology, the company is using connected vehicle sensor data from approximately 8,000 vehicles to enhance services, such as driver analysis reports and vehicle performance.

"We don't measure delivery times, but our customers complete more deliveries per shift than before using our solutions. It's an increase in efficiency without increasing their fleet!"

Miguel Loya, CTO, Rastret

## The results



**Accelerated growth**  
from new and existing customers,  
and fewer issues related to location



**10-12% reduction in server costs**  
with more efficient databases  
and ready-made tools  
delivering accurate data.



**Faster implementation**  
for new services that use  
location technology.



**16% fuel cost reductions**  
for customers that use  
Rastret's solutions and follow  
their recommendations.



# Ready to reduce costs, save time and improve sustainability by digitizing your fleet?

You probably have some questions first. How can location technology help me? What types of data and services does HERE provide? Are they easy to integrate?

Get in touch

## You may also be interested in



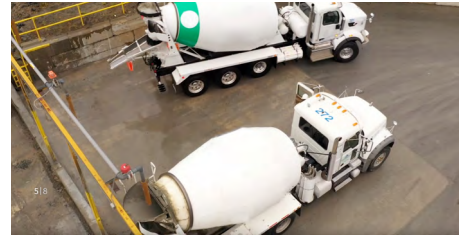
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### About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit [360.here.com](https://360.here.com) and [www.here.com](https://www.here.com).

### We're HERE



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