



CASE STUDY



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CLIENT PROFILE:

A B2C Mid-tier Logistics provider engaged in Nationwide Delivery of posh furniture



Problem scenario:
(as of 2020 Jan)

- Inefficient, time consuming manual operating processes.
- Use of spreadsheets to assign delivery rounds to drivers.
- Significant phone bills with calls to at least 100-150 end-customers every day for delivery bookings.
- Delivery failures, re-attempts, constant calls between back-office staff and end consumers for agreeing re-attempt delivery-dates entering on excel spreadsheets.
- Limited status updates on delivery when called by principal/end-customer on delivery status of orders.
- Huge consumption of fuel, wasteful printing of Delivery notes, Warehouse Pick -Pack-Dispatch list.
- No business growth, no personal time, too much reliance on individual heroics.

SOLUTION: Custom Digital Fleet Management System & Driver app

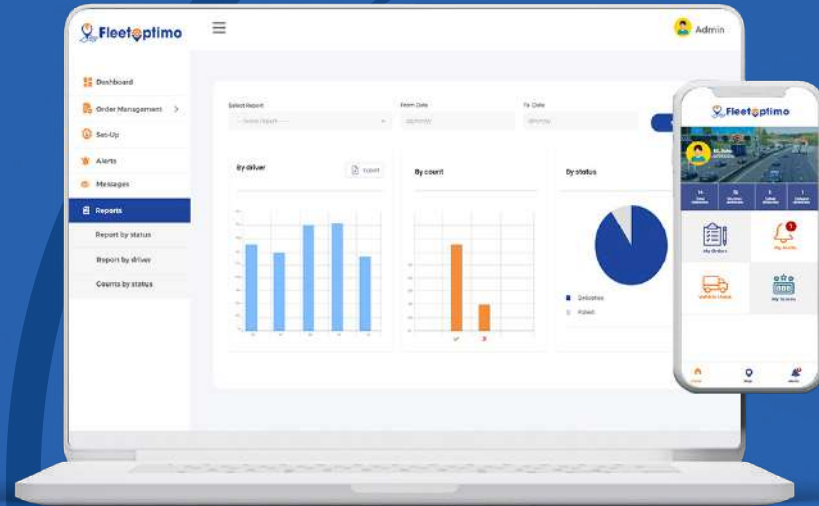
Technology:

HTML, CSS, Angular, NodeJS, MySQL, Android –
hosted on AWS, APIs: FTP, REST

External API Integrations:

Bulk sms–[Text Local](#)

Bulk e-mail–[Send-In-Blue \(Brevo\)](#)





Fleetoptimo™

Plan | Book | Schedule | Deliver

KEY FEATURES:



Atula™
Creativity. Communication. Outcomes.

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OUTCOMES:

Reduction in overall OpEx costs, digital communication, decarbonisation,
no printing/use of paper since 2 years, 4 new B2C customers, 200,000 sft warehouse,

BENEFITS (METRICS):

Circa 75% decarbonisation , 90% reduction in communication costs, Zero use of paper /print

ADDITIONAL FEATURES/MODULES AVAILABLE:

Inventory/stock and warehouse, print labels for daily dispatch, telematics

FLEET-OPTIMO SUPPORTS B2B & B2C MODELS

