

FreshStart Logistics: Bringing next-generation business optimization technology to markets in need of dynamic freight transportation routing and scheduling solutions

Overview

Supply chains are vulnerable to widespread process variability that can create costly delays and scheduling inefficiencies. FreshStart improves logistics systems by delivering highly responsive on-demand solutions and consulting expertise to service providers and technology vendors.

How it works—the FreshStart difference

FreshStart's offerings provide dynamic route optimization, allowing clients to react in real time to real world variability. By encapsulating human expertise and applying it at computer speed, the FreshStart optimization engine is able to re-plan so quickly that changes no longer result in solution entropy but rather enable a *fresh start* to align the solution with the new reality.

For example, in the fresh produce segment, a route planner may have a vehicle on the road to pick up strawberries. A sudden change in weather conditions prevents the driver from being able to retrieve the perishable produce from its original pick-up location. Given a secondary pick-up location, the FreshStart optimization engine can determine—in real time—which qualified vehicle in the fleet can most efficiently be rerouted to make the berry pick up, while simultaneously rerouting the original vehicle to a new pick-up, thereby maximizing utility in the system.



In field service, one technician may complete a job early and find herself with hours before her next scheduled visit, while another technician may experience a longer-than-expected service call. FreshStart technology can reschedule the

entire service fleet, in real time, to re-optimize deployment based on a holistic view of technician availability and qualification;

service and equipment requirements; cost; and any other organizational objectives.

In both scenarios, the planning horizon is shortened from that of a daily or hourly batch to one in which the only limitation is transit time to the next scheduled stop. The FreshStart client benefits from material cost savings—through improved asset utilization—and greater responsiveness to conditions on the ground resulting in enhanced competitive advantage.

Benefits

The FreshStart solution benefits include:

- Substantial cost savings through efficient use of assets and fuel
- Improved responsiveness
- Reduction of carbon emissions
- Improved competitive advantage

Proven results

Paratransit service, mandated by the Americans with Disabilities Act (ADA), offers flexible passenger transportation to the elderly and handicapped populations. As a result, transit authorities are faced with daunting, dynamic scheduling challenges every day. FreshStart Logistics' technology has been proven in the paratransit market, where it delivers door-to-door van scheduling solutions for citizens in 4 out of 5 of the largest metropolitan areas in the United States.

Using the FreshStart technology, these large urban centers have saved millions of dollars through improved scheduling productivity and have realized dramatic improvements in on-time performance and customer satisfaction. These operating improvements combined with real time optimization speed have enabled New York City to *triple the volume* of trips managed by their paratransit program since 2004, while realizing savings of 10% per trip on 23,000 trips per day.

Having proven the technology in this public transit sector, FreshStart is now adapting this patented, heuristic-based solution for the broader supply chain management market.

Limitations of existing systems

Current supply chain optimization solutions are limited to providing batch solutions to all but the most simplified scenarios. These solutions fail when schedules are required to interact with the dynamic real world. FreshStart's patented system architecture overcomes these limitations by enabling the application of encapsulated expert heuristics at computer speed.

Adoption of current optimization solutions is further limited by their complexity and by the difficulty inherent in translating reliable transportation plans to reliable results. FreshStart utilizes an on-demand framework for the management and delivery of these solutions, and has the in-house expertise to ensure that engine results are actionable and positively impact our clients' bottom line.



Target industry sectors

By encapsulating human expert heuristics in an on-demand environment, FreshStart Logistics will initially target these vital sectors of the SCM market:

- **Enterprises with fleets** serving markets requiring dynamic schedule responsiveness
- **Shippers** where freight is a high percentage of cost in a dynamic shipping environment
- **Logistics service providers** seeking an extraordinary competitive edge
- **Transportation management technology providers** seeking a best-of-breed optimization solution

Target vertical markets

FreshStart believes that its solutions are particularly well suited to the following vertical markets:

- **Fresh or perishable food products**
- **Field Service**



Next steps

FreshStart has assembled a core team that combines deep supply chain and algorithm experience. We are now recruiting a visionary board of advisors to help shape its strategy and to open doors to the leading SCM technology providers and influential end-users of SCM solutions.

We are interested in your feedback:

- Given the strategy and the technology advantages outlined, what is your reaction?
- What other segments might be a good fit for FreshStart Logistics?
- Who might you recommend for the FreshStart Logistics' board of advisors?

Share your thoughts with us

Drop us an email or give us a call.

FreshStart Logistics
601 Union Street, Suite 4200
Seattle, WA 98101

phone 206 465 5767
fax 425 493 1264
email feedback@freshstartlogistics.com