

Optimizing Routing with Intelligent Traffic Data

TomTom and EPG Unveil Case Study on Time-of-Day Dependent Traffic Flows for Smarter Routing

In their latest case study, TomTom, a global pioneer in geolocation technology, and EPG, provider of Greenplan route planning and execution, explore the impact of data-driven routing. The partnership tackles one of the most persistent challenges in logistics—optimizing delivery routes and on-time performance for real-world traffic conditions.

TomTom's comprehensive traffic data serves as the foundation for Greenplan's intelligent route optimization algorithms. By considering time-of-day dependent driving speeds, historical traffic patterns, and infrastructure constraints, EPG's Greenplan delivers more efficient, reliable, and sustainable routing solutions for fleets worldwide.

A Partnership for Precision and Innovation

The Greenplan solution was created in response to feedback from DHL drivers: their pre-planned stop sequences never considered traffic flows, so they never followed the plans. Rather than waste time behind a school bus, in rush hour traffic, or battling tourist crowds, they drove their own routes based on experience. But experience lacks exactitude. They needed an intelligent routing solution—one that reflected the constraints of larger vehicles and the realities of minute-to-minute conditions.

Precise geospatial and traffic data are critical for this calculation, so Greenplan partnered with TomTom whose extensive traffic database provided the intel necessary to plan not just for distance, but for traffic flows.

Press release



From Traffic Data to Optimized Routes

TomTom continuously collects detailed flow speed data every five minutes across 200-meter street segments, providing an up-to-the-minute picture of road conditions. Greenplan integrates this data to create dynamic, time-dependent routes that optimize fleet efficiency.

The results are immediate and measurable. Fleets using Greenplan's intelligent routing powered by TomTom data experience fewer delays, reduced fuel consumption, and improved punctuality. Logistics providers can balance vehicle loads more effectively, prevent unnecessary detours, and minimize idle time, resulting in cost savings, lower emissions, and a smoother experience for drivers and customers alike.

Smarter Routing for a More Efficient Future

Clemens Beckmann, CEO of Greenplan, explains that "punctuality is the most important criteria of quality" and with TomTom's data, Greenplan significantly improves ETA compliance for its customers, with one major Dutch grocer reporting 10% improved end user satisfaction after implementation.

Traditional routing methods often focus on the shortest distance, but Greenplan, fueled by TomTom's data, goes beyond static maps to create routes that reflect the dynamic nature of real-world driving. Routing isn't just about finding the shortest path from point A to point B. It's about understanding when and how to get there in the most efficient way possible.

The full Greenplan and TomTom case study is now available. Watch the video and explore how real-time traffic intelligence and predictive routing are transforming dispatch [here](#).

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Press release



EPG – Smarter Connected Logistics

EPG is a leading international provider for a comprehensive Supply Chain Execution Suite (EPG ONE™) and employs 1,000 people at 23 locations around the world. The company group provides its more than 1,600 customers with WMS, WCS, WFM, TMS and voice solutions to optimize logistics processes – from manual to fully automated logistics environments. EPG solutions cover the entire supply chain: From warehouse and road to ground and cargo handling solutions at airports. Logistics consulting, cloud services, managed services and logistics training courses at the company's own academy round out the comprehensive list of solutions from EPG.

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