



OPTIMIZED ROUTING: HOW TOMTOM AND EPG LEVERAGE REAL-WORLD TRAFFIC INTELLIGENCE FOR SMARTER ROUTING

Route planning has long struggled to bridge the gap between theory and reality. When DHL drivers reported that they rarely followed their suggested stop sequences due to heavy traffic, it raised a fundamental question: how can route planning dynamically adapt to real-world conditions?

This challenge led to the creation of EPG's Greenplan solution, a routing system developed in collaboration with the University of Bonn's discrete mathematics department. However, even the most advanced algorithm is only as effective as the data it processes. To create truly optimized routes, Greenplan needed precise, predictive traffic intelligence. That's where TomTom came in.

ADAPTING ROUTES TO REAL-WORLD CONDITIONS

Traditional route planning tools focus on minimizing distance, but in practice, the shortest route is not always the fastest. Congestion, road restrictions, and peak-hour traffic can turn an optimized plan into a logistical headache.

"Fleet and logistics is not about making deliveries—it's about navigating uncertainties," explains Renu Jinturkar, Product Marketing Manager at TomTom. Without real-time traffic data, logistics providers face unnecessary delays, missed ETAs, higher fuel costs, and increased CO₂ emissions. The challenge was clear: Greenplan



CHALLENGE

- Pre-planned stop sequences don't consider traffic flows
- Drivers waste time and fuel in congested zones
- Unmet ETAs due to traffic delays
- Traditional mapping services don't consider trucks



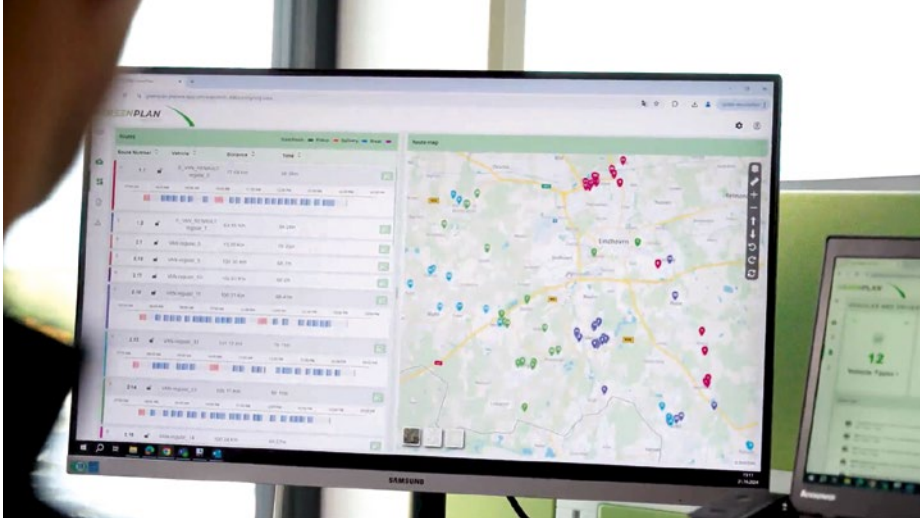
SOLUTION

- EPG incorporates TomTom traffic data into its routing algorithm
- Time-of-day dependent speed profiles for every 200m of street
- Consideration of fleet-specific constraints



RESULTS

- Higher efficiency: More deliveries achievable per day
- Lower costs: Fewer wasted minutes and miles/km in traffic
- Higher quality: Improved punctuality, driver happiness, and customer satisfaction



needed a way to factor in time-of-day-dependent road conditions to optimize delivery routes with precision.

REAL-TIME TRAFFIC INTELLIGENCE WITH TOMTOM

To tackle this issue, Greenplan integrated TomTom's extensive geolocation data, which continuously tracks flow speeds every five minutes across 200-meter street segments. This ensures that routing decisions are based on actual road conditions rather than static maps.

TomTom's traffic intelligence goes beyond congestion patterns. Unlike many mapping providers, it also considers fleet-specific constraints such as tunnel heights, weight limits, and restricted-access roads—ensuring compliance while maximizing efficiency. “It helps fleets achieve better ETAs and serve their customers better with historic traffic data, road attributes, and speed profiles, preventing drivers from getting stuck in traffic,” says Jinturkar.

EFFICIENCY, COST SAVINGS, AND IMPROVED ETAS

With TomTom's traffic data, EPG has transformed route planning into a powerful optimization tool. Drivers experience fewer delays and more accurate ETAs. Logistics providers see lower fuel costs and emissions, improving both profitability and sustainability.

“One customer from the Netherlands said that it has enormously improved punctuality,” notes Clemens Beckmann, CEO of Greenplan. “They measure a Net Promoter Score with end customers and this Net Promoter Score rose by 10% points through higher punctuality, which is the most important criteria of quality.” Another customer using Greenplan with TomTom's data saw a 5% improvement in estimated arrival times and was able to complete 5% more deliveries per hour—without increasing fleet size.

AI-POWERED ROUTING AND BEYOND

The partnership between EPG and TomTom has set a new benchmark for intelligent route planning, but this is just the beginning. Greenplan is now exploring additional AI-driven enhancements, incorporating weather patterns and other real-time factors into its analytics.

As logistics continues to evolve, data-driven routing will become essential for efficiency, sustainability, and cost control. By combining Greenplan's powerful algorithms with TomTom's real-world traffic intelligence, logistics

providers can optimize their operations like never before.

To learn more, watch TomTom's full case study on EPG here: [Case Study Video](#)



ABOUT TOMTOM

Headquartered in Amsterdam, TomTom has been shaping the future of mobility for over 30 years. The company's 3,700 global team members analyze billions of data points to provide world-class mapping and location intelligence for businesses, drivers, and developers worldwide.