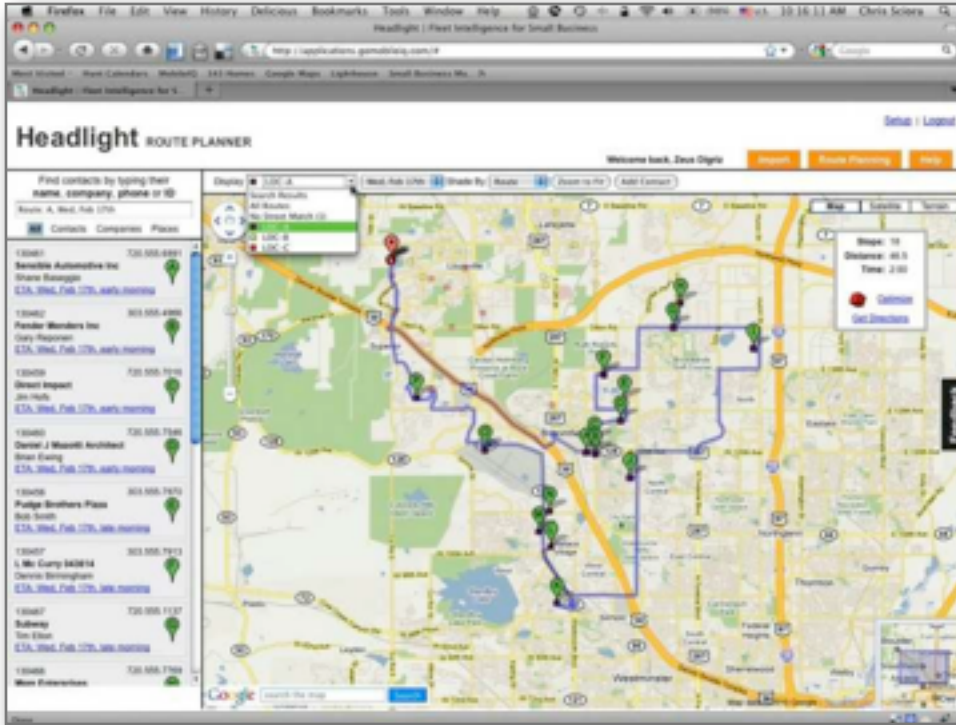




Contact MobileIQ

phone: (866) 261-8600
email: sales@gomobileiq.com
web: www.gomobileiq.com



Headlight Route Planner™

Our easy-to-use web based solution takes advantage of several converging trends in the technology world from the past three years - mobile mapping, smart phones and cloud computing.

Headlight combines online mapping, routing, email and customer notifications into a single online application. It's a smarter way to quickly plan efficient routes, manage drivers and reduce fleet expenses.

Imagine finishing your route planning in minutes - instead of hours - each day. Headlight works for any business making local deliveries or service calls. Customers see typical fleet savings of 20% fewer vehicles, 30% fewer hours and 40% fewer miles after implementation.

We offer a 100% no-risk guarantee and affordable monthly subscription plans for independent sales reps and small business owners. There are no long-term contracts or signup fees. Signup up now and eliminate route planning headaches from your day.

Monthly plans start at only \$97 / month

Headlight Features

- Plan delivery and service routes
- Make life easier for customer service
- Online maps are continuously updated
- Route new customers and specials in seconds
- Focus on specific routes and delivery dates
- Amazing map detail with satellite images
- Interactive driving directions
- Communicate with customers using shared email
- Web page calendar and delivery reminders

MobileIQ Case Study



Route Balancing Project

gomobileiq.com

Fleet intelligence drives big savings for local business

Culligan of Ida, MI reduced fleet mileage by 48% (in only 90 days) with a \$4,995 investment – and zero complaints from the staff. After several months trying to route by hand, Owner Rob Breitner hired MobileIQ to get the project on track.

30 years of delivery experience

Rob Breitner's company has delivered bottled water and salt to southeast Michigan for three decades. Since the business is always changing, Rob wanted to improve overall fleet efficiency by balancing the delivery routes. But making changes by hand proved easier said than done and the project was abandoned.

Headlight shows routing glitches

Commercial routing software was one possibility, but it seemed complicated and expensive. He didn't want to invest months in learning something that would likely be used only one time. Another dealer suggested a tool from MobileIQ that might help.

Headlight™ is a customer service tool for managing routes. The online subscription service uses Google Maps to quickly spot routing problems, evaluate changes and simplify common tasks like assigning will calls and routing new customers. Rob signed up for an account, imported the route data and could quickly see the current route problems.

The next step was taking action.

Advanced cost benefit analysis

Rob's dealership ran three routes: 2 trucks delivered bottled water and 1 truck delivered salt. All three drivers had erratic schedules - some days ended at 11:30 am with others returning after 6 pm. Product volumes were another concern, since some days were too light to be profitable.

MobileIQ made several suggestions that hadn't been considered in the past. The plan included a full cost benefit analysis for Rob's team - truck, hour and mileage reductions - along with detailed customer changes for review and approval.

90 days to running new routes

Rob decided to combine everything into two mixed routes. That reduced route days by 33%, took a truck off the street and left room for summer demand.



Headlight ROUTE PLANNER

[Setup](#) | [Logout](#)

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[Import](#)

[Route Planning](#)

Welcome back, **Chris Sciora**

[Add Contact](#)

[Zoom to Fit](#)

[Route](#)

[Shade By](#)

[71-2](#)

[Tue, Feb 15th](#)

[Display](#)

[Map](#) [Satellite](#) [Terrain](#)

[Feedback](#)

[Menu](#)

[Contact](#)

[Delivery](#)

[Street View](#)

[Stops: 12](#)

[Distance: 69.8](#)

[Time: 7:10](#)

[Optimize](#)

[Get Directions](#)

[Straight Line](#)

[Map](#) [Satellite](#) [Terrain](#)

[Feedback](#)

MOODY MEATS ZIONSVILLE

ETA: Tue, Feb 15th

[Contact](#) [Delivery](#) [Street View](#)

ID: 71-952816-00000

Company: MOODY MEATS ZIONSVILLE

Contact:

Phone: 317.873.1800

Email:

Invoice to billing

Address: 11145 N MICHIGAN RD

ZIONSVILLE, IN 46077

Find contacts by typing their name, company, phone or ID

Route: 2, Tue, Feb 15th

[All](#) [Contacts](#) [Companies](#) [Places](#)

BROADMOOR UNIFORM ACCT.

ETA: Tue, Feb 15th, early morning

71-952784-00000 317.251.9444

BROADMOOR COUNTRY CLUB

ETA: Tue, Feb 15th, early morning

71-952795-00000 317.251.9444

BROADMOOR PRO SHOP

ETA: Tue, Feb 15th, late morning

71-952796-00000 317.251.9444

BROADMOOR LOCKER ROOM

ETA: Tue, Feb 15th, late morning

71-952798-00000 317.920.2662

SOEXO AT IMA CAFE

ETA: Tue, Feb 15th, late morning

71-952669-00000 317.872.4667

MORNINGSIDE OF COLLEGE PARK

ETA: Tue, Feb 15th, early afternoon

71-952628-00000 317.613.4832

ART. INSTITUTE 11TH FLOOR

MARC AGUILERA

ETA: Tue, Feb 15th, early afternoon

71-952866-00000 317.613.4832

ART INSTITUTE OF INDPLS

ETA: Tue, Feb 15th, early afternoon

71-952816-00000 317.873.1800

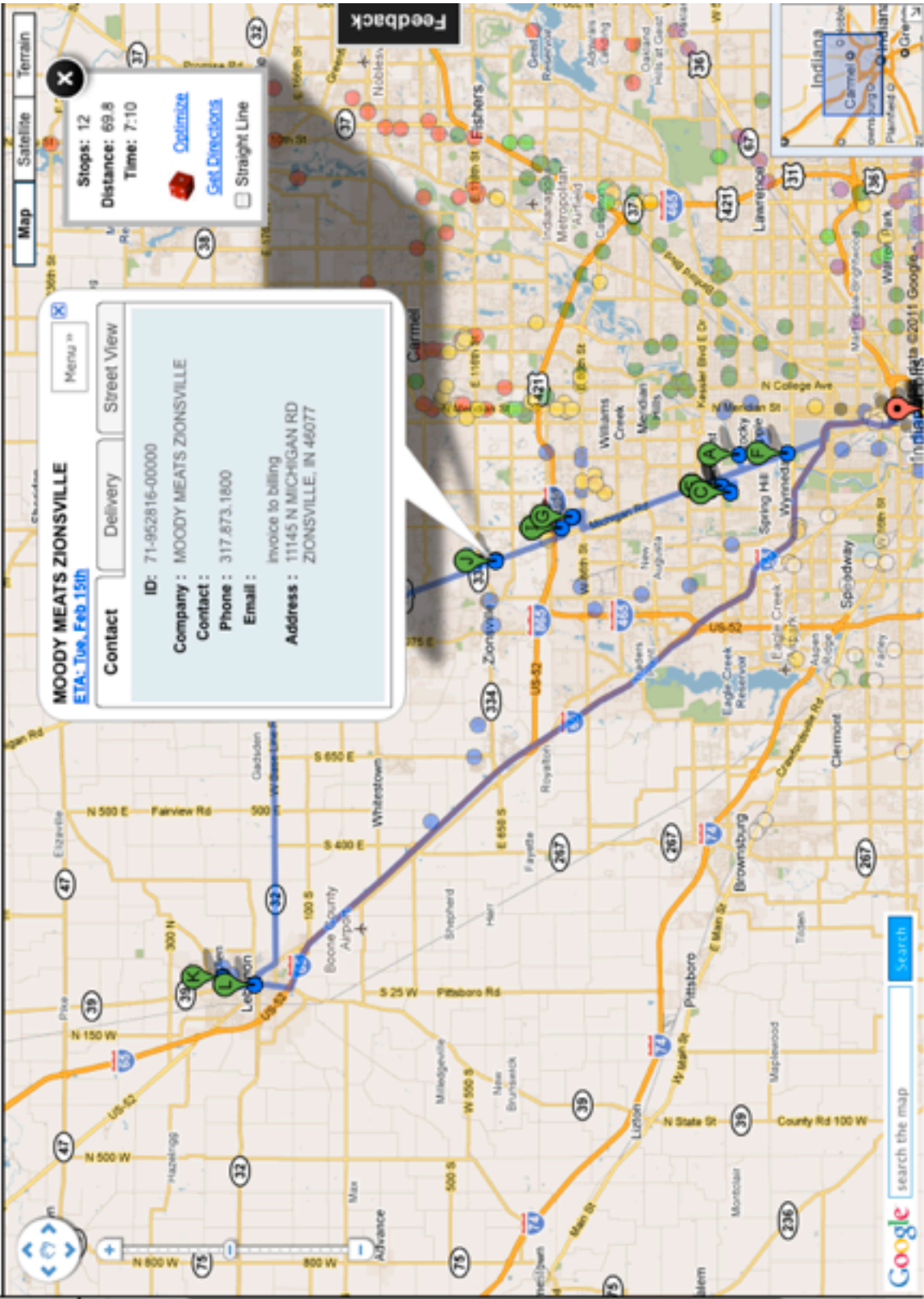
MOODY MEATS ZIONSVILLE

ETA: Tue, Feb 15th, late afternoon

71-952752-00000 765.482.5340

ULEN COUNTRY CLUB

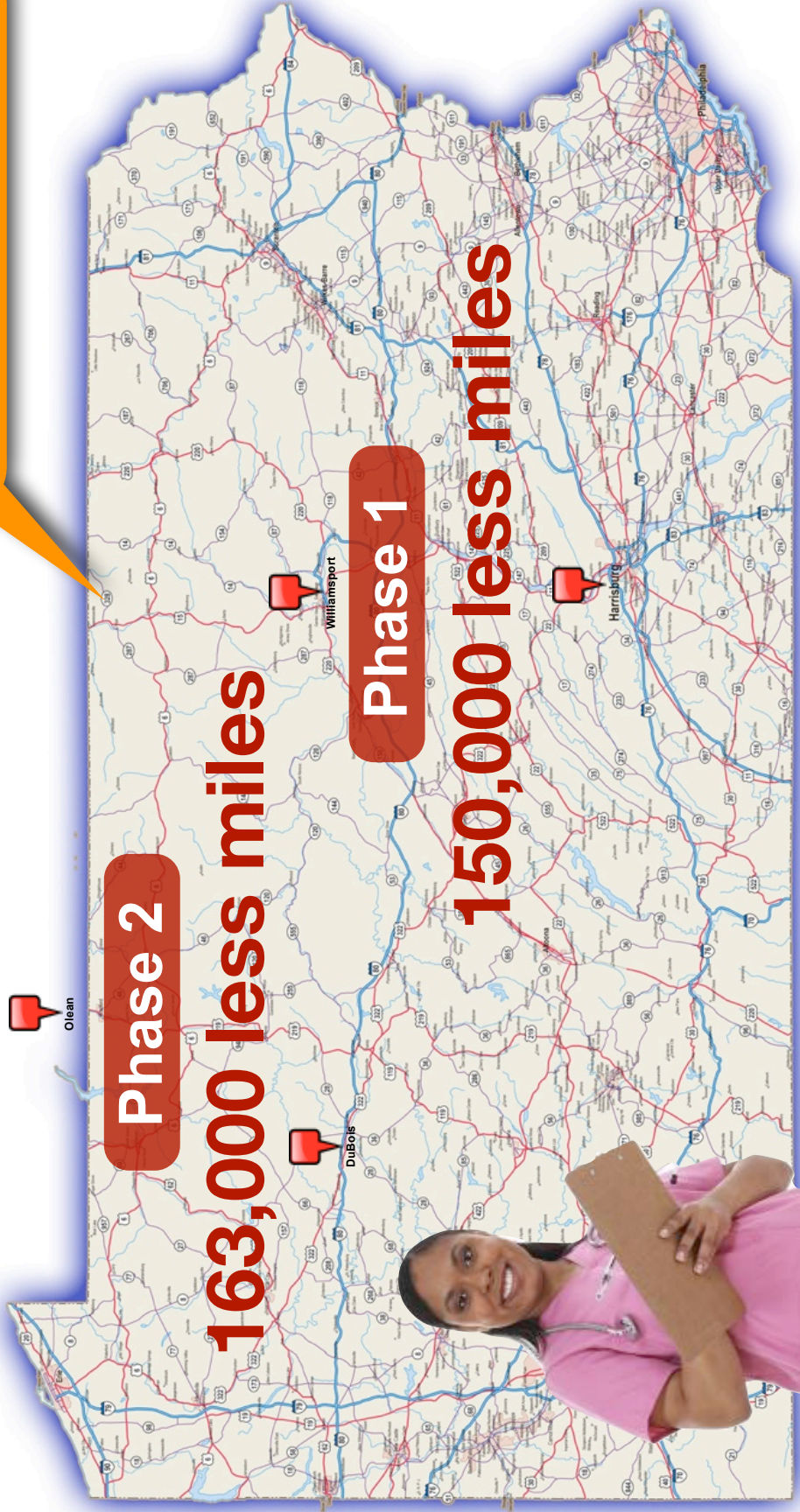
ETA: Tue, Feb 15th, late afternoon





The Fabric of Your Success

Paris Companies
27 vehicles



Headlight ROUTE PLANNER

Setup | Logout

Welcome back, Chris Sciora

Import Route Reports Help

Display Search Results All Dates Shade By Route Zoom to Fit Add Contact

Find contacts by typing their name, company, phone or ID

All Contacts Companies Places

1 2 3 4 5 Next

- 31194 303.555.5637
166 Mike Futrelle
[ETA: Wed, Aug 13th, late morning](#)
- 32042 720.555.9875
A Grande Finale
Hopkins Bittner
[ETA: Fri, Aug 8th, late afternoon](#)
- 34614 720.555.7908
A H B Consulting
Ronald Carr
[ETA: Fri, Aug 15th, early morning](#)
- 34770 720.555.8581
A Matter Of Degree
Robert Johannett
[ETA: Mon, Jun 23rd, early morning](#)
- 33726 303.555.2158
A Moveable Feast
Randy Ruggeri
[ETA: Thu, Jul 17th, late morning](#)
- 32374 303.555.3380
A Pena Enterprises
Don Downfield
[ETA: Thu, Aug 14th, late morning](#)
- 34644 720.555.5325
A Quality Copy & Laser Inc
Ira Sophy
[ETA: Wed, Jul 16th, late morning](#)
- 30804 720.555.4374
A Rock Solid Home Inspection L
Robert Mckellep
[ETA: Tue, Jun 24th, early afternoon](#)

Planned Routes vs. Actual Routes

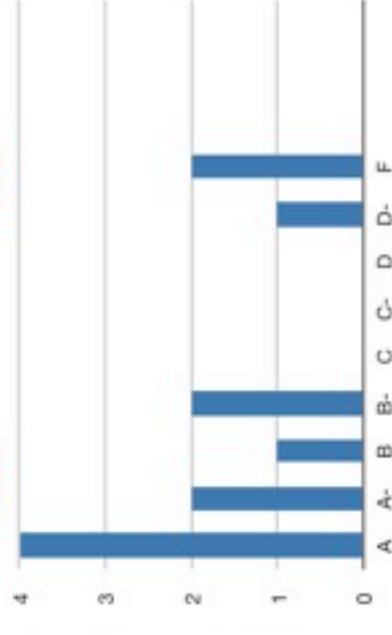
Q4 2010

MORGAN SERVICE INDIANAPOLIS

	Stops		Route Hours		Mileage		Rating
	Planned	Actual	Planned	Actual	Planned	Actual	
Route 1	6	6	5.7	5.6	73	79	A-
Route 2	19	18	6.4	7.4	45	67	F
Route 5	19	19	5.3	5.7	44	45	A
Route 7	22	22	5.2	5.2	85	87	A
Route 10	20	19	6.2	6.1	92	93	A
Route 15	22	22	7.4	7.4	80	108	D-
Route 18	15	15	5.6	6.9	50	84	F
Route 21	12	12	5.4	5.5	48	56	B-
Route 22	11	10	7.2	7.2	136	156	B
Route 25	14	12	7.1	6.9	169	181	A-
Route 26	11	11	6.6	6.5	93	95	A
Route 98	2	2	6.6	8.1	42	49	B-
Fleet Average	173	168	75	79	957	1,100	
		-2.9%		5.2%		14.9%	

Mileage Rating

% of planned	Rating	# of Routes
0.0%	A	4
5.0%	A-	2
10.0%	B	1
15.0%	B-	2
20.0%	C	0
25.0%	C-	0
30.0%	D	0
35.0%	D-	1
40.0%	F	2



Planned Routes vs. Actual Routes

Q4 2010

MORGAN SERVICE INDIANAPOLIS

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Route 15	22	22	7.4	7.4	80	108	D-
Route 18	15	15	5.6	6.9	50	84	F
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10.0%	B	1
15.0%	B-	2
20.0%	C	0
25.0%	C-	0
30.0%	D	0
35.0%	D-	1
40.0%	F	2

