



gomobileIQ
ROUTE PLANNING FOR SMALL BUSINESS





contact: **Chris Sciora**

email: **chris@gomobileiq.com**

phone: **866.261.8600 x702**



**FLEET
EFFICIENCY**



reduce fleet mileage

10% - 30%

- ✓ less driving hours
- ✓ balance work days
- ✓ lease & fleet costs
- ✓ management time
- ✓ increase sales
- ✓ specialty routes
- ✓ driver performance
- ✓ cut routes

AAA Linen Supply

Highland Laundry Service

Rentwear

Ace Uniform Services

Huebsch Services

Republic Master Chefs

Amertex Textile Rental

Idaho Linen Supply

Roscoe Company

Aramark

Image First

Schapiros Uniform Rental

Arrow Uniform Rental

Industrial Towel & Uniform

Searcy Uniform & Mat

Associated Textile

Jolicoeur Ltd.

Service Linen Supply

Band Box Cleaners

Linens of the Week

Service Uniform Rental

Industrial Laundry

Bardusch Corporation

Logan's Uniform Rental

Shephards Linen Supply

Bay Towel

Macintosh Linen & Uniform

SITEX Corporation

Best Uniform Rental

Main Street Mats

Snowwhite Dust Control

Best Washington

Marathon Linen Service

So Cal Uniform

Budget Uniform

Model Cleaners

Spirit Services

Cintas

Model Coverall

Star Uniform

Clean Care

Model Linen Supply

Superior Linen Service

Clean Uniform Company

Mohenis Linen Service

Swank Uniform Rental

Consumer Textile Corp

Morgan Services Inc.

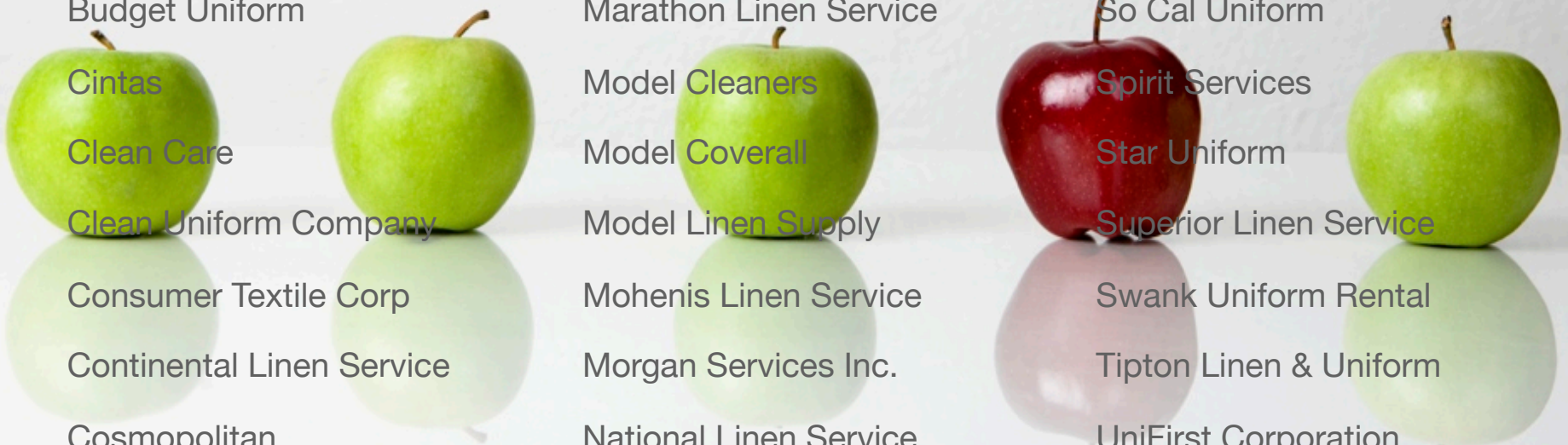
Tipton Linen & Uniform

Continental Linen Service

National Linen Service

UniFirst Corporation

Cosmopolitan



PARIS
COMPANIES

The Fabric of Your Success

Paris Companies
27 vehicles



Drivers aren't the problem.

* except when they really are. ;-)

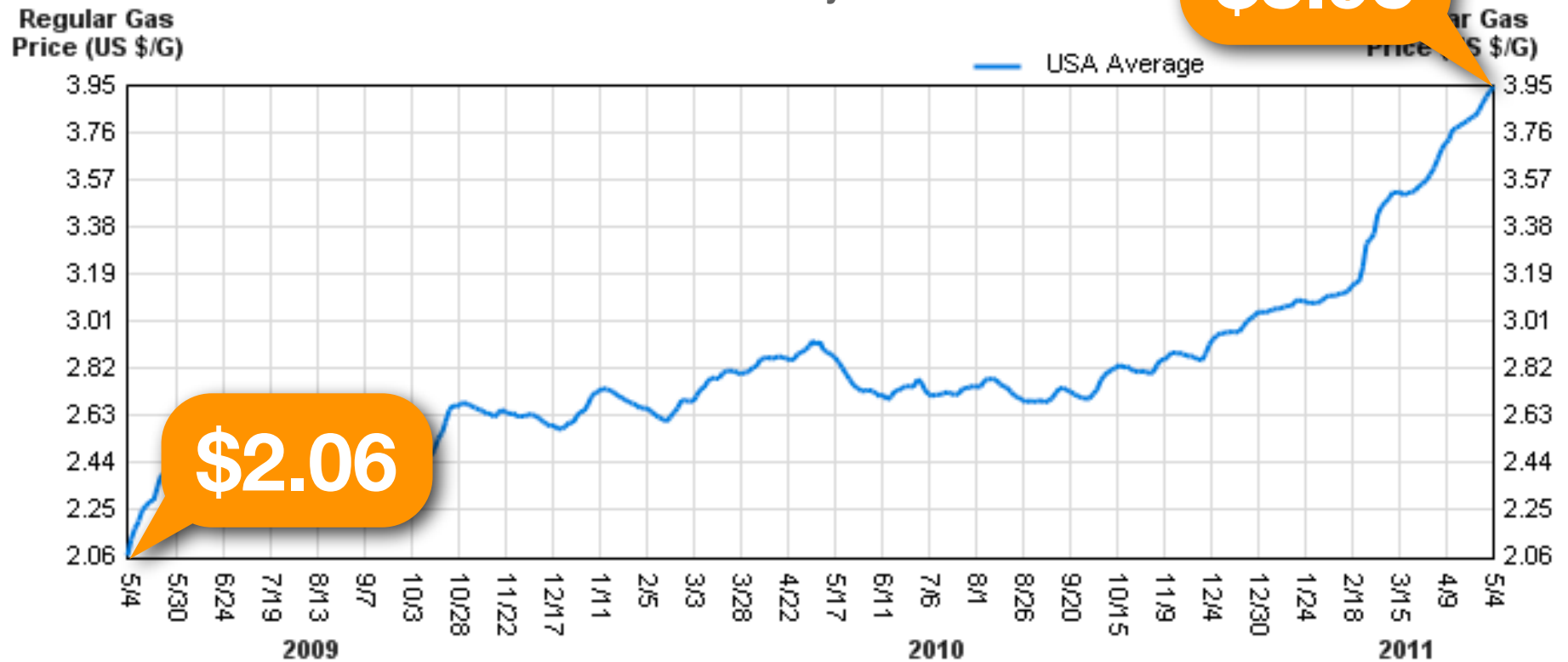


Rapidly increasing **costs.**

Fuel, fleet and labor.

24 Month Retail Gas Prices

© GasBuddy.com



\$2.06

\$3.95

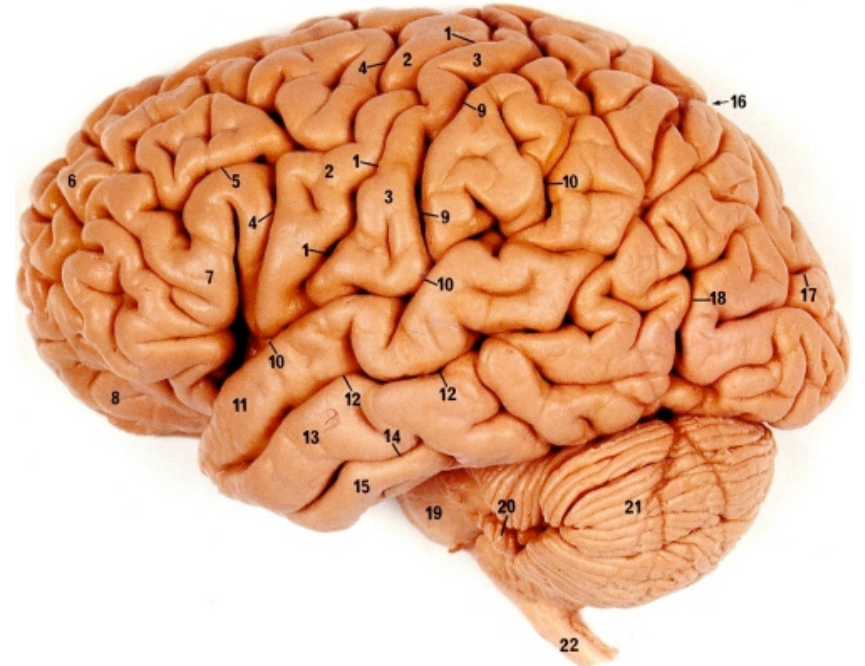


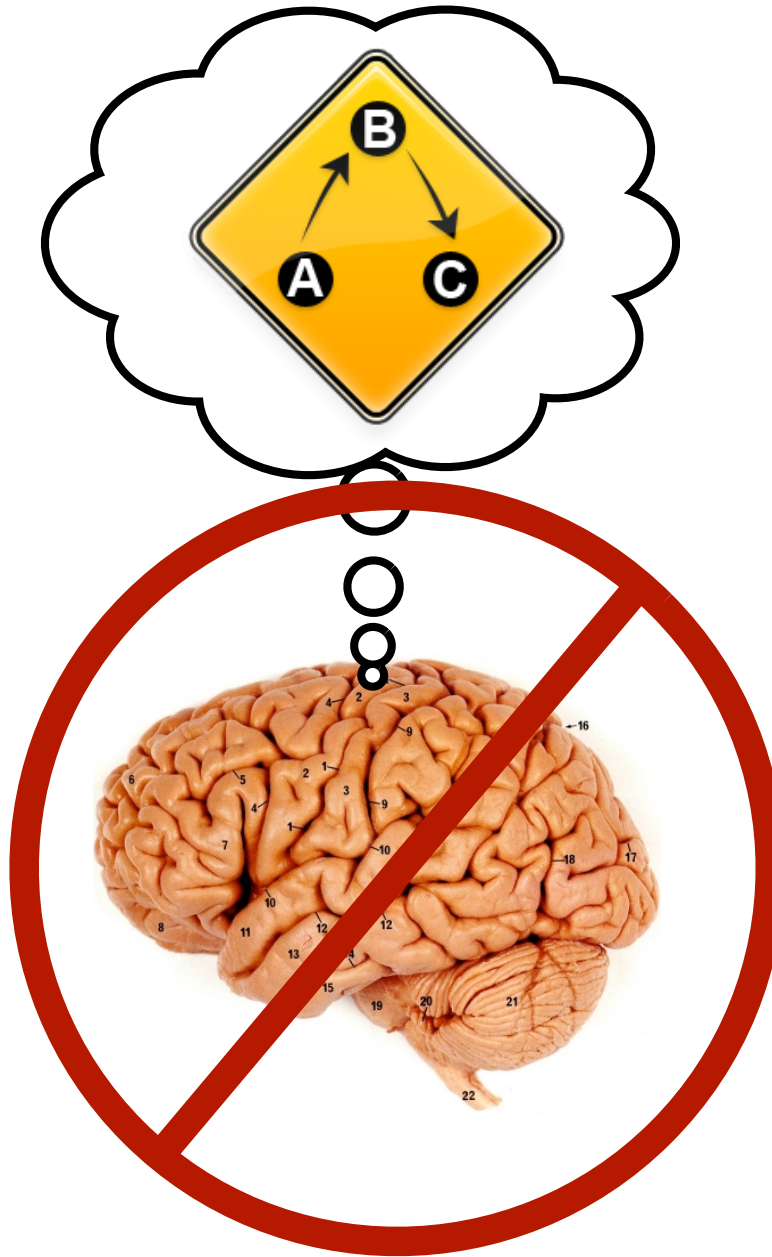
Lack of
operating
standards.

No visibility into current routes



Manual
routing
system.





Driving Away Profits

2,000 miles @ \$4.25 / gallon

\$1,200 monthly

Up to \$350 lost

HEADLIGHT ROUTE PLANNER

HEADLIGHT ROUTE PLANNER

The smarter way to plan routes. Perfect for small business owners, service managers and individuals.

Used by industries and companies around the world.



Headlight ROUTE PLANNER

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

Welcome back, Chris Sciora

[Import](#)

[Reports](#)

[Help](#)

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

All Contacts Companies Places

1 2 3 4 5 Next

02210016336 210.684.7600
\$5 CAR WASH AMERICA
CURTIS HERBSLEB
[ETA: Wed, May 25th, early morning](#)

02210015235 210.654.1034
1ST CALL PLUMBING
KATHRYN HOELSCHER
[ETA: Mon, May 23rd, early morning](#)

03310017392 719.633.2470
3D DIMENSIONS LLC
MATT THOMPSON
[ETA: Wed, May 25th, early afternoon](#)

03310011016 719.387.8376
4 BAR MECHANICAL, INC
MIKE OR MICKEY
[ETA: Mon, May 23rd, late afternoon](#)

03310011016 719.387.8376
4 BAR MECHANICAL, INC
MIKE OR MICKEY
[ETA: Mon, May 23rd, late afternoon](#)

02210015328 210.828.6388
4001 COUNCIL OF CO OWNERS
CLAIR HODGES
[ETA: Tue, May 24th, late afternoon](#)

Display Search Results

All Dates

Shade By Route

Zoom to Fit

Add Contact



1ST CALL PLUMBING

[ETA: Mon, May 23rd](#)

Menu »

Contact

Delivery

Street View

ID: 02210015235

Company: 1ST CALL PLUMBING

Contact: KATHRYN HOELSCHER

Phone: 210.654.1034

Email:

Address: 5511 BREWSTER ST.
SAN ANOTNIO, TX 78233

Map Satellite Terrain

Feedback

X-ray Vision



search the map

Search

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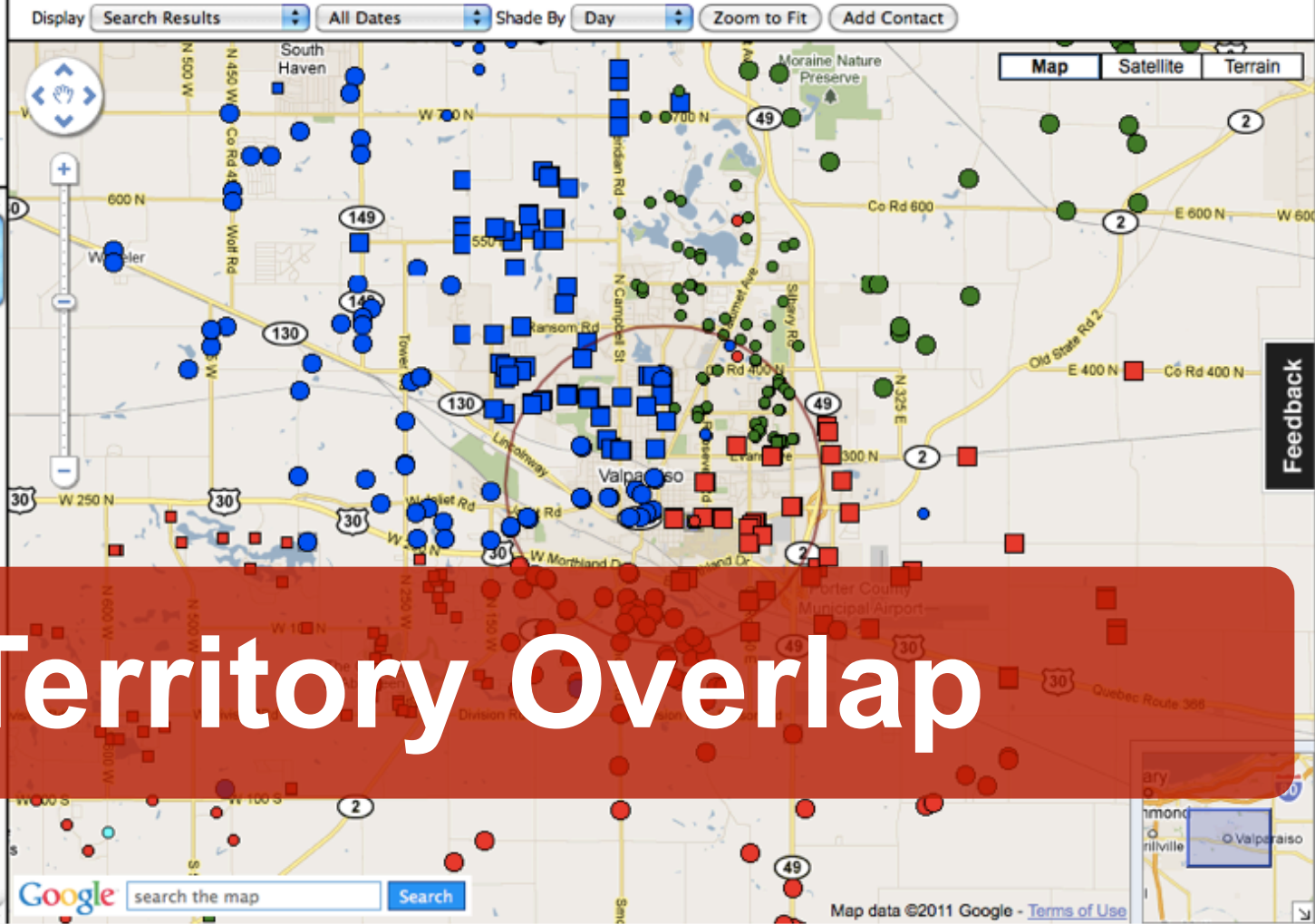
[Help](#)

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

All Contacts Companies Places

1 2 3 4 5 Next

- 97022
4 COUNTY SUPPLY
ETA: Tue, Jun 28th, late afternoon
- 95158 574.946.3051
ACTION PLUMBING & HEAT
ETA: Wed, Jul 27th, early morning
- 114140 800.952.3293
AFC INTERNATIONAL INC.
ETA: Thu, Jun 9th, early afternoon
- 126847 715.897.5842
AGRA CONSTRUCTION
ETA: Thu, May 19th, not sequenced
- 98004
ALCO DISCOUNT #290
ETA: Thu, May 26th, early afternoon
- 114157 219.345.4540
ALL ABOUT YOU
ETA: Thu, Jun 2nd, early afternoon
- 11403 219.464.9565
AMERICAN GENERAL
ETA: Fri, Jun 3rd, late afternoon
- 14803 219.462.3187



Territory Overlap

Feedback

Headlight ROUTE PLANNER

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[Route Planning](#)

[Help](#)

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
SODEXO AT IMA CAFE
ETA: Tue, Feb 15th, late morning
- 71-952669-00000 317.872.4567
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

Display 71-2

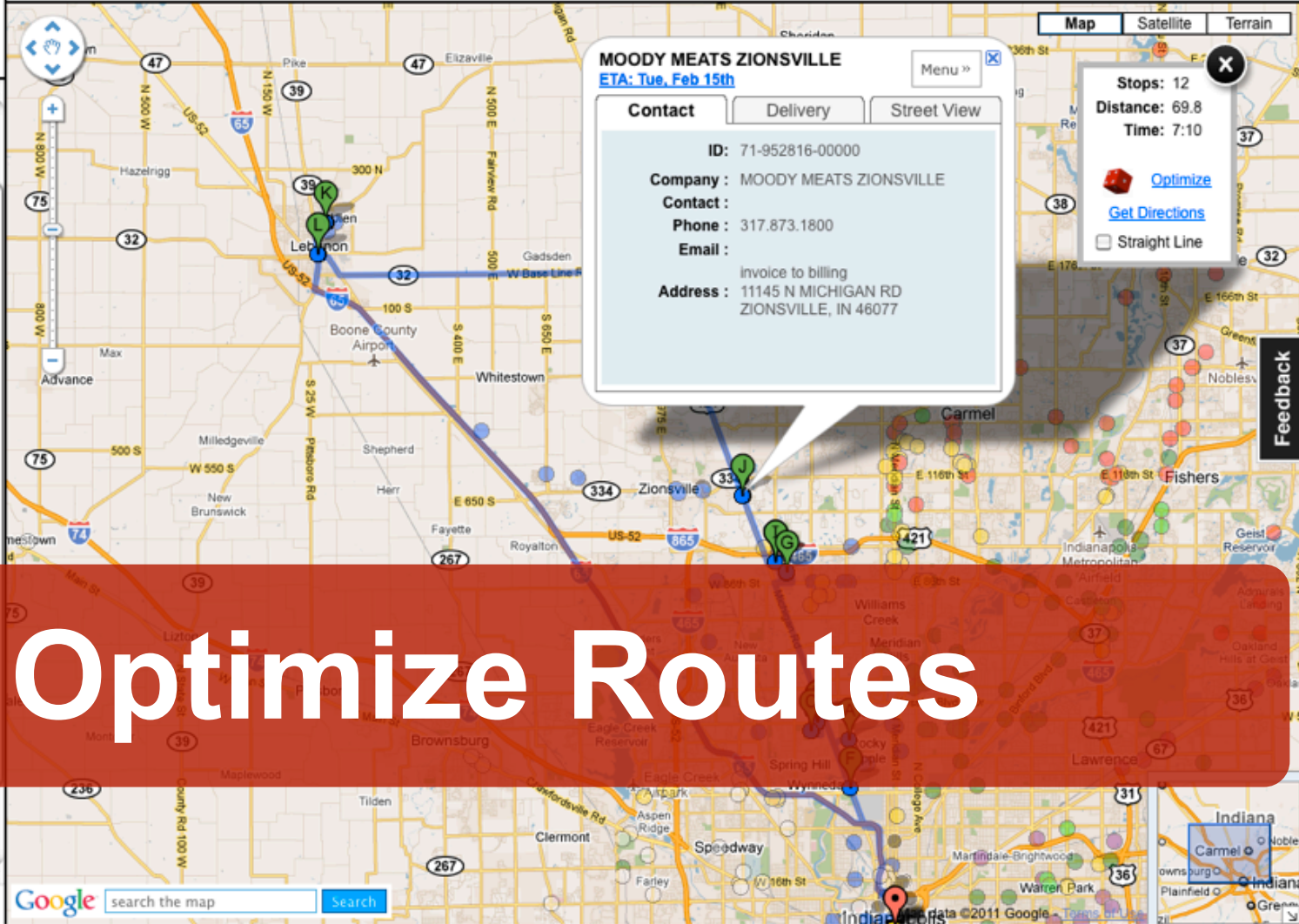
Tue, Feb 15th

Shade By

Route

Zoom to Fit

Add Contact



Optimize Routes

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 Mckelleo

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



Suggest Routes for A Quality Copy & Laser Inc

Timeframe: All Dates Go

Any

- CSS-E (91 nearby)
 - E-8 (16) Wed, Mar 2nd
 - E-20 (22) Fri, Feb 18th
 - E-15 (17) Fri, Mar 11th

[show 7 more...](#)
- CSS-D (8 nearby)

A Quality Copy & Laser Inc
1955 33rd St
Boulder, CO 80305

CSS-E-8 closest stops

- A** 0.1 mi ~ 1 min stop 5
Top Dog Strategy
3305 Eastman Ave
Boulder, CO 80305-5423 [hide](#)
- B** 0.2 mi ~ 1 min stop 10
Boratgis Mgdlena V Pano Tching
340 Colgate St
Boulder, CO 80305-5357 [hide](#)
- C** 0.3 mi ~ 1 min stop 15
Mathys Research Consulting
2955 Dover Dr
Boulder, CO 80305-5307 [hide](#)

New Accounts

Google search the map Search

Headlight ROUTE PLANNER

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

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

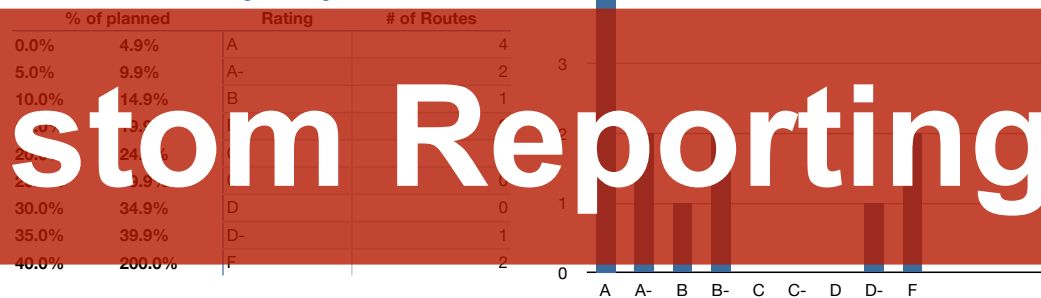
- 31194 303.555.5637
166
 Mike Futrelle
[ETA: Wed, Aug 13th, late morning](#)
- 32042 720.555.9875
A Grande Finale
 Hopkins Bittner
[ETA: Fri, Aug 8th, late afternoon](#)
- 34614 720.555.7908
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 Ronald Carr
[ETA: Fri, Aug 15th, early morning](#)
- 34770 720.555.8581
A Matter Of Degree
 Robert Johonnett
[ETA: Mon, Jun 23rd, early morning](#)
- 33726 303.555.2158
A Moveable Feast
 Randy Ruggen
[ETA: Thu, Jul 17th, late morning](#)
- 32374 303.555.3388
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

ACME CORPORATION							
	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



Custom Reporting

Planned Routes vs. Actual Routes

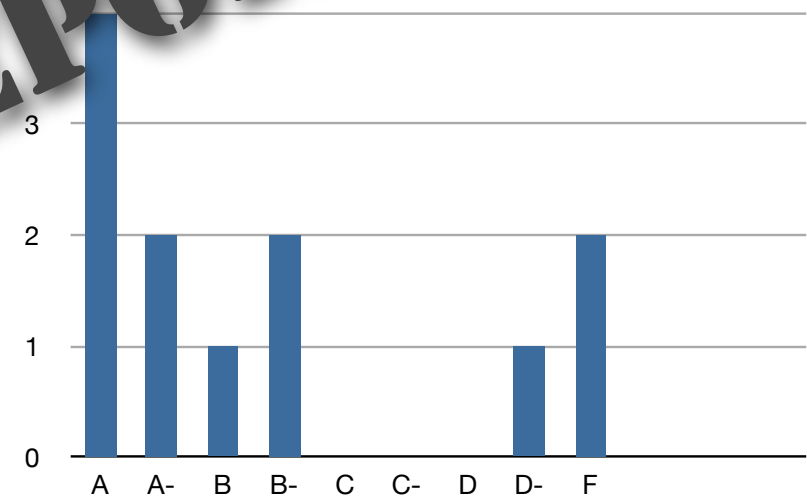
Q4 2010

ACME CORPORATION

	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	6.5	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	6.1	5.9	169	181	A-
Route 26	11	11	6.5	6.5	93	95	A
Route 98	2	2	6.6	8.1	42	49	B-
Fleet Average	173	168	75	79	1,057	1,100	
		-2.9%		5.3%		14.9%	

Mileage Rating

% of planned	Rating	# of Routes
0.0%	A	0
4.9%	A-	2
5.0%	B	1
10.0%	B-	2
15.0%	C	0
19.9%	C-	0
20.0%	D	0
24.9%	D-	1
25.0%	F	2
29.9%		
30.0%		
34.9%		
35.0%		
39.9%		
40.0%		



Headlight Route Planner
integrates with 3rd party systems

✓ **Billing**

✓ **Navigation**

✓ **GPS Tracking**



Billing Systems

Customer Inquiry

Customer: Service Transactions Invoices Equipment Repair Last Stmt/Tran Hist Price Overrides Ticket/Deliv Tick

Name: Lookup by Inv# Account Number: 688 Co/Bk: CW 47 Bill To Number: 585536

Address 1: AMERICAN FOOD PRODUCTS phone1 Ext. S20 255 2364 1230

House/St: 2000 TECH INDUSTRIES ROAD phone2 920-259-2365 Ext. 1233

City/ST/Zip: HARVESTVILLE WI 54999 phone3 920-259-2366 Ext. 1265

Balances: Open Items Deposits Est/Other Remarks Gen Repair Cust Notes Bill to Delv/Service Inst Charge Info

Start Date: 10/31/1995 Billing Code: MO Invoice Billing: N Open Item: 04/19/2000

Termination Date: 7/7 Reason: Standby Code: 7/7 Last Pmt Amt: \$400.00

Current	Last Pooling	0-30	31-60	61-90	91-120
\$4,747.45	\$4,725.45	\$14.93	\$7.07	\$0.00	\$0.00

Alliant

Account History

Date	Post Description	Last Action	Allocation	New Customer	Old Time	Customer Start	Old Time	Old Time
Monday, May 03, 2009	CHP Invoice	3/31/2009 12:00:00 AM	3/31/2009 11:12:14 PM					
Monday, May 03, 2009	CHP Invoice	3/31/2009 12:00:00 AM	3/31/2009 11:12:14 PM					
Tuesday, May 12, 2009	CHP Invoice	3/31/2009 12:00:00 AM	3/31/2009 11:12:14 PM					
Wednesday, May 13, 2009	CHP Invoice	3/31/2009 12:00:00 AM	3/31/2009 11:12:14 PM					
Thursday, May 14, 2009	CHP Invoice	3/31/2009 12:00:00 AM	3/31/2009 11:12:14 PM					
Friday, May 15, 2009	CHP Invoice	3/31/2009 12:00:00 AM	3/31/2009 11:12:14 PM					

ABS

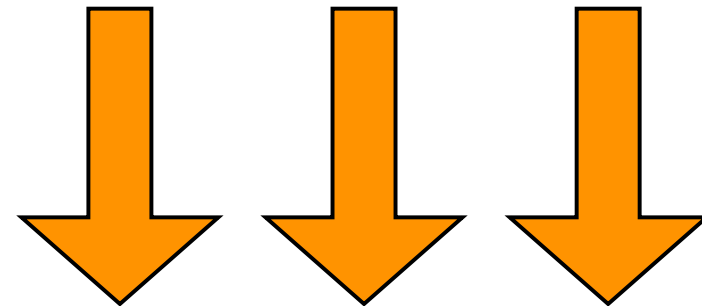
Excel

Date	Name	Address	Phone
12/4/08 9:47	Five Mountain Springs	Rama Ridenhour	319 DE Rose Ct
12/4/08 9:49	Albert Soft Water Svc Inc	Dave Albert	906 Live Oak St
12/4/08 9:50	American Investment Property	K. Miller	3300 SW 14th Pl
12/4/08 9:51	Aqua Maestro Inc	Alex Danney	1595 NW 1st Ct
12/4/08 9:53	Aqua Springs Natural Water	Richard Albanese	540 NW 77th St
12/4/08 9:55	Aquacostal Water Products		
12/4/08 9:54	Aquagenus LLC		
12/4/08 9:55	Artezia Water Inc	Randy Hand	1982 Highway 177
12/4/08 9:56	Atlantic Coast Water Co	Scott Cooper	2561 Vaughn Ave
12/4/08 9:57	Atlantic Filter Corp	Jamie Wakem	3112 45th St
12/4/08 9:59	Azure Water Co	Mark Bacynski	16605 Scheer Blvd # 104
12/4/08 10:00	Baby's Coffee Svc Inc	Arthur Babky	3975 Forestal Ave # 700
12/4/08 10:01	Beverage Solutions Inc		444 Brickell Ave
12/4/08 10:02	Bishop's Water Co Inc	Robert Bishop	2605 Killy Ln
12/4/08 10:02	Bishops Water Co	Robert Bishop	2605 Killy Ln
12/4/08 10:03	Blue Crystal		

Excel

SMART SYNC

- ✓ New accounts
- ✓ Lost accounts
- ✓ Seasonal accounts
- ✓ Product updates

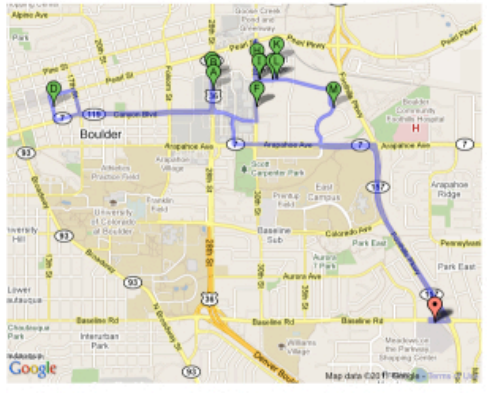


Headlight

Route CSS-E-16
 http://applications.gomobileiq.com/routebook/rte=CSS-E-16&date=02/14/2011&skipmatch=0
 investment 101

Most Visited - Hunt Calendars MobileIQ 343 Homes Google Maps Lighthouse Glacier-Kennedy I... AWeber The Blissette Gro... Website Builder | Cr...
 Highrise Raleigh Isaacs Find Funding with Banks, Invest... Headlight | Fleet Intelligence Fa... Route CSS-E-16
 Headlight | Route Planning for Small Business www.gomobileiq.com

Depart: 9:00 am CSS-E-16
 Feb. 14, 2011



Driving Directions

8.4 mi

CSS
 4800 Baseline Rd Boulder, CO 80301

- Head east on **Baseline Rd** toward **Foothills Pkwy** go 486 ft
- Turn left at **Foothills Pkwy** go 1.1 mi
- Turn left at **Arapahoe Ave** go 0.8 mi
- Turn right at **29th St** go 0.2 mi
- Turn left at **Canyon Blvd** go 0.1 mi
- Take the 1st right onto **28th St** go 0.1 mi

Total: 2.4 mi - about 7 mins
 ETA: 9:07 am (13 mins)

McDonalds
 1800 28th St Boulder, CO 80301-1011
 720.555.1342

- Head north on **28th St** go 285 ft

Total: 285 ft - about 6 secs
 ETA: 9:20 am (22 mins)

Applebees
 1906 28th St Boulder, CO 80301-1102
 303.555.3431

- Head north on **28th St** toward **Walnut St** go 194 ft
- Make a U-turn at **Walnut St** go 154 ft

Total: 348 ft - about 2 mins

Jin Chan Restaurant
 1915 28th St Boulder, CO 80301-1101
 303.555.9440

- Head south on **28th St** go 0.2 mi
- Turn right at **Canyon Blvd** (signs for **Colorado 119**) go 0.9 mi
- Turn right at **15th St** go 404 ft

Total: 1.2 mi - about 3 mins
 ETA: 9:43 am (8 mins)

Human Resources Department
 1792 30th St Boulder, CO 80306
 720.555.9876

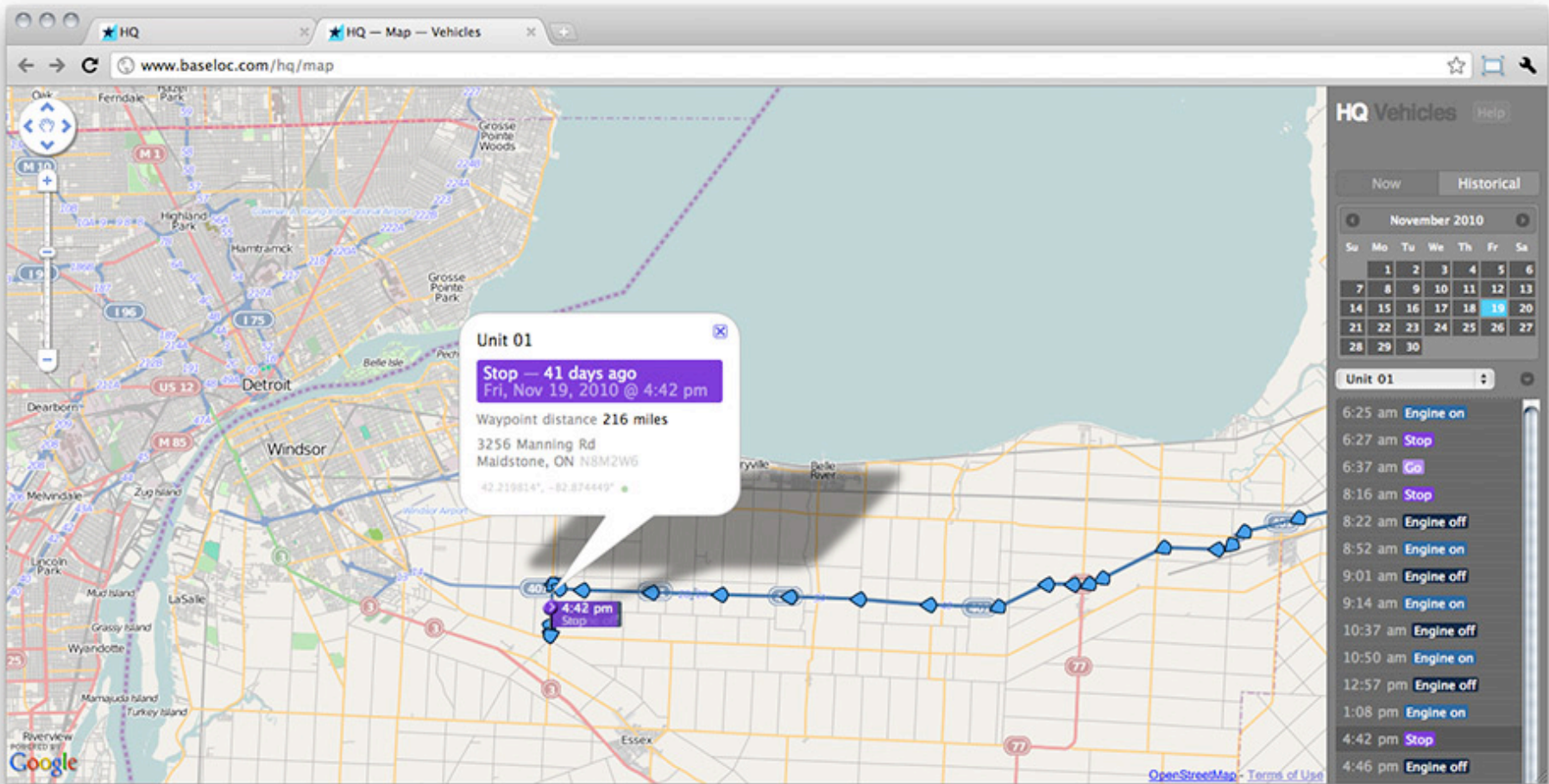
- Head north on **15th St** toward **Lawry Ln** go 341 ft
- Take the 1st right onto **Pearl St** go 0.1 mi
- Take the 2nd right onto **17th St** go 0.1 mi

Navigation Systems

Driving Directions



GPS Systems



Real-Time Tracking & Data Collection



[Return to website](#)

Login to your Headlight Account

[I forgot my username and/or password](#)

Username

Password

Remember me on this computer

[Login to my account](#)



[Can't login?](#)

HEADLIGHT 101: QUICK START

Quick Start Program is a series of brief video lessons delivered straight to your Inbox. You'll learn Headlight inside and out in record time.

Signup now and become a route planning genius. And yes, it's free.

Name

Email

[Sounds good, sign me up](#)

[Learn more](#)

Headlight Route Planner

\$795 setup fee

- ✓ initial data import, geocoding, cleanup
- ✓ weekly training workshops
- ✓ 1 year agreement (cancel at any time)
- ✓ monthly billing available (\$ 35 / vehicle)

Monthly ROI

Fuel Costs: \$ 1,200 per vehicle

Headlight: \$ 35 per vehicle

Save up to \$ 350
per vehicle every month

PROFESSIONAL SERVICES

Route Balancing System

MobileIQ Route Balancing Project Guide



ROUTE BALANCING PROJECT GUIDE

1 Project Organization

Project meetings and training sessions.

2 Web Applications

Headlight™ and the Project Manager.

3 Implementation Plan

Planned dates for all activities.

4 Workflow

Details for the entire project schedule from start to finish.

5 Address Book

Login and contact information.

About MobileIQ, Inc.

MobileIQ increases operating profits for companies making deliveries or service calls in a local area.

We have years of experience in all facets of route management:

- ▶ Reducing fleet mileage, route hours and vehicle needs
- ▶ Developing fleet performance scorecards for effective management
- ▶ Implementing turnkey route balancing projects to reduce costs
- ▶ Improving customer service

About Headlight™

A simple customer service tool that offers a smarter way to manage delivery routes.

- ▶ Simplifies daily route management tasks for the service department
- ▶ Connects with industry billing systems to synchronize customer and route data
- ▶ Provides important fleet and route metrics for better route management



Route Logs

3 Work Hours

		Day 1	Day 2	Day 3	Day 4	Day 5
Start of Workday	5:15 am	5:00		5:30		5:15
Start of Route	5:45 am	5:30		6:00	7:30	6:15
End of Route	2:30 pm	3:15		3:15		3:15
End of Workday	3:15 pm	4:15		3:15		2:00

45 minutes morning non-route time

8.5 avg. hours on route

60 minutes afternoon non-route time

4 Mileage

	Example	Day 1	Day 2	Day 3	Day 4	Day 5
Start Mileage	74,193	74200				74260
End Mileage	74,265	74205		74015	74000	74124

82 avg. miles on route

Route Scenarios

Scenario Query Tools Reports | Routes Customers Filter

CUSTOMER
 Location 71
 Alignment rev1
 Location 71

51 mi

Loc-Rte	Total					Avg								
	Stops	Units	Linen	Uniforms	Unit \$	Stops	Mileage (mi)	Route Hours	Svc Hours	TT Hours	Units	Linen	Uniforms	Dust
71-2	57	17,689	9,689	117	4,686.04	53	801.73	36.13	15.04	21.09	17,533	9,658	113	84
71-5	83	12,435	5,763	143	4,759.83	76	484.71	33.02	20.27	12.75	12,171	5,673	143	212
71-7	47	11,964	7,437	561	4,642.82	46	618.12	29.94	13.66	16.26	11,450	6,997	541	104
71-10	89	18,085	8,159	310	6,092.56	79	404.64	33.35	22.71	10.65	17,685	8,152	289	188
71-21	119	15,458	7,183	376	6,033.01	94	464.90	32.64	20.41	12.23	14,601	7,115	346	177
	594	98,505.00	47,595.00	3,747.00	37,186.01	518	29,569.79	913.49	135.31	778.14	95,156.75	46,774.50	3,525.50	1,015.75

Customer Scenario

Enter City, Address or Landmark

71-952775-00000, 71-10-05-185, INDIAN LAKES COUNTRY CLUB, . 14
 71-952775-00000, 71-25-04-137, INDIAN LAKES COUNTRY CLUB, . 14

SE100864: CUSTOMER

Route Scenarios

	Current Routes	Resequenced Routes	Scenario #1	Scenario #2	Scenario #3
total routes		unchanged	1 less	1 less	unchanged
% mileage reduction		-16%	-15%	-4%	1%
% hours reduction		-23%	-22%	-18%	-16%

morgan

SERVICES, INC.

Comments

Leave bulk and medical untouched.
Combine 7 mixed into 6 mixed.
Eliminates 1 vehicle, 250 miles and
44 hours per week.

Route Balancing

- ✓ Route Balancing Project Guide
- ✓ complete project management
- ✓ implementation plan
- ✓ data collection forms
- ✓ data entry and validation
- ✓ multiple scenarios
- ✓ scenario screencasts
- ✓ customer notification forms
- ✓ Smart Sync integration
- ✓ digital scenario upload

**Pricing based on
total vehicles and complexity**

Our Guarantee

#1

1 year route maintenance
all changes & updates

#2

2X Project ROI
(or greater)



contact: **Chris Sciora**

email: **chris@gomobileiq.com**

phone: **866.261.8600 x702**



THE END