



THE ROLE OF AI DRIVING PRODUCTIVITY BREAKTHROUGHS FOR FLEET OPERATORS

Presented by Colin Ferguson, CEO Optimize

OPTIMIZE BRAND AMBASSADOR: **RACHEL RILEY**



“Only 10 to the power of 80 atoms in the entire universe...”

Rachel Riley MBE, Optimize Brand Ambassador

fact check

- 100 vehicles + 2,000 locations
- = 10 x 4,000 permutations
- Only 10 x 80 atoms in universe
- Optimisation proven efficiencies
- Generates double digits savings
- **Average savings 18.2%***
- AI vs. heuristics
- 4 x faster
- Approach helps decarbonise, *now*

*over last 12 months

CASE STUDY: **SELCO**



“This is a gamechanger for us...”

Richard Evans, Head of Transport Operations, Selco

fact check

- 400 vehicles across 70 branches
- Optimisation & capacity planning
- Mobile app & customer comms
- Customer tracking portal
- Generated double digits savings
- **14.2% reduction in CO2***
- No inbound phone calls in first week
- Increased customer service
- More safer and compliant routes

*in original pilot

CASE STUDY: **PALLEX**



“Innovation that led to a 30% drop...”

Dave Dunhill, CTO Pall Ex.

fact check

- 2k vehicles
- Up to 40k transactions per night
- 130 + different haulage companies
- Rolled out across UK & Europe
- Integrated algorithm with Nexus
- **13.4% reduction in CO2***
- AI and machine learning
- Inbound calls reduced by 30%
- Increased customer satisfaction

*in original pilot

CASE STUDY: **BARTEC MUNICIPAL**



“Greater efficiencies and competitive edge...”

Tim Hobbs, CEO Bartec Municipal

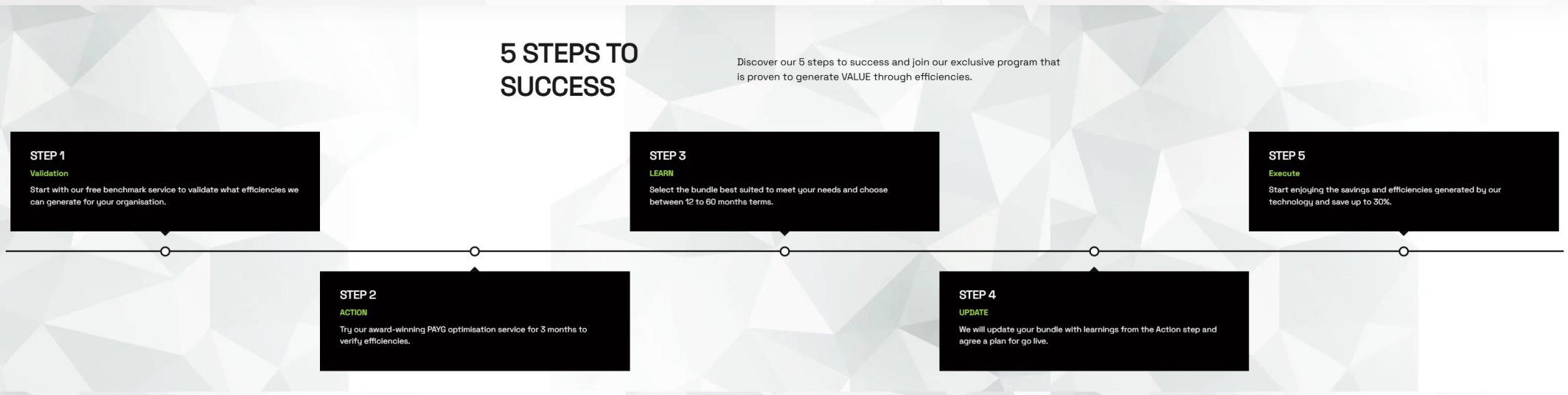
fact check

- Serves 1 in 3 UK councils
- Technology fitted to 6k UK trucks
- ARC algorithm via API
- 750k orders being planned x 1 client
- Plans in minutes thanks to AI
- **30% + reduction in CO2***
- More opportunity for efficiencies
- Decarbonisation savings double digits
- Maximises use of electric vehicles

**as seen with pilot customers*

5 STEPS TO SUCCESS : OPTIMIZE

what have we learned?



- AI has a role to play in decarbonisation
- Optimisation = double digit savings
- More complexity = more efficiencies
- Speed = better results
- Generates double digits savings
- **Blended savings = 19.2%***
- Machine learning also has a role
- Promotes compliance and safety
- Allows fleets to decarbonise, now

“You can decarbonise your fleet now via optimisation...”

Colin Ferguson, CEO Optimize5

***blended savings of Selco, Pall Ex and Bartec**