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| Video: RouteMAX video | Author: Wolcott Wheeler |
| Estimated time: 3:09 | Status: In progress |
| Version: 6th draft | Revised: 10/22/19 |

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| **#** | **Video** | **Audio/Titles** |
| 1 | Moving shots of trains, planes, and trucks  Optym logo and maybe a shot of the Gainesville HQ.  Interior shot of Optym Gainesville office: software engineers hard at work.  A United Airlines jet lifting off. | Trains, planes, and trucks. For 18 years, Optym has been the expert in designing transportation scheduling software. Our goal is to make the world more efficient. In 2000, we saved United Airlines between $25 to 50 million dollars. |
| 2 | A truck zooming down a highway.  A scheduling map mockup showing a convoluted route pattern with many stops.  A frustrated customer glancing at his or her watch in their office: where’s my delivery? | As an LTL carrier, one of your biggest challenges is routing all those last-mile stops that crisscross the same territory, wasting gas, money, and your driver’s time. The ones that make you miss your delivery appointments and get your customers sore at you.  We know the challenges you face. When all the shipments that need to be delivered today haven’t arrived at the terminal yet, RouteMAX supplies you with a forward-looking plan with built-in assumptions and slack to accommodate the reality later in the day.  RouteMAX gives you leeway in case you need to make adjustments for late-arriving shipments and oversized freight. You get the option of leaving the freight where you planned and removing other freight on that route, or shifting the oversized freight to a different route.  RouteMax supplies you with alternatives if customers need special equipment and your terminal only has a few liftgate trailers.  When your drivers are arriving at pre-set times with area preferences, RouteMAX creates routes with assigned departures to meet customer appointments while matching driver schedules.  RouteMAX factors in complex situations. Let’s say you’ve got inbound linehaul trailer delays triggered by an accident. They’re arriving three hours late. RouteMAX helps you decide how to choose between making the city routes wait until the trailers arrive, or send out partially empty city trailers to meet service commitments. |
| 3 | Impressive-looking tech screens: sine graphs and dot maps showing stops, etc.  A route gets straightened out on screen; instead of the route showing the truck twisting and turning, it’s shooting forward in a straight line.  A smiling driver behind the wheel; his time isn’t being wasted! | RouteMAX is powered by our award-winning proprietary algorithms. It reduces costs and enables you to deliver outstanding customer service, by delivering efficient routing and increased driver productivity.  In an instant, RouteMAX comes up with the best route and delivers it to your drivers, so they can make all their stops and meet all your customer appointments and guaranteed deliveries —while saving miles and man-hours in the process. |
| 4 | Show employees working at a truck dispatching station in front of screens and phones.  On a dispatcher interface screen, RouteMAX changes a route instantly.  The dispatcher tweaks the route. (I don't know the heck to show this, but maybe you guys do. Of course if you don’t want to show the dispatcher modifying the route, we can leave this shot out.)  Next shot: a driver checks his handheld. The route has been corrected! He smiles and turns the wheel to take the better route. | RouteMAX is easy for you and your City Operations team to use.  It’s simple to integrate RouteMAX with your existing system. You get instant updates to RouteMAX from any system you’ve got. Thanks to seamless connection between RouteMAX and your legacy system, your planners, dispatchers, and drivers keep informed.  Here’s how RouteMAX works. It tests every combination of possible routes, based on the shipment’s constraints, such as the scheduled delivery time, capacity constraints, inbound arrival time of shipments and special equipment requirements. Then it presents the best route over to the planner.  RouteMAX predicts incoming obstacles, such as traffic jams, incorrect equipment assignment or possible missed appointments. It alerts your planner of these pending issues so he or she can revise the route before a problem begins.  For another example, let’s say the planner knows the customer is closed between 12 noon to 2 pm. The planner can then adjust the driver’s stop sequence and the dock worker’s loading sequence. The dockworker loads the trailer according to RouteMAX’s plan, and we even tell the dock worker in which order to load the freight. |
| 5 | Show an obstacle: a road closed for repairs, a bridge shut down, police rerouting traffic. (Are these realistic incoming obstacles that the system would detect? If not, please suggest some, and I’ll visualize them.) | In addition, our City Driver Mobile App simplifies your drivers’ daily interactions with dispatchers and customers, making their job easier. The app helps the driver focus on delivering freight, while RouteMAX keeps the dispatcher and customer informed with timely updates. |
| 6 | Contact us at RouteMax.com  A fleet of trucks roaring down a highway. | RouteMAX:  Making Transportation More Efficient, One Route at a Time |
| 7 | Onscreen title card: | To learn what RouteMAX can do for your business, visit us at RouteMax.com. |