

ORTEC uses NAVTEQ Traffic Patterns to Enhance Vehicle Routing and Optimization Software for European Trucking Industry



ORTEC has been using NAVTEQ digital map data for the last decade: the impetus for ORTEC to choose NAVTEQ was its requirement to provide detailed European map data in its routing and scheduling software. As Ms. Woudstra, Software Manager at ORTEC explains, “NAVTEQ is the leader in map and GIS data, whereas ORTEC is the market leader in vehicle routing and optimization software. This combination of technology and business acumen was a natural fit.”

Congestion patterns for trucks

The latest venture sees ORTEC updating its Transport and Distribution solution (ORTEC TD) with NAVTEQ Traffic Patterns™ for Europe. This is a real breakthrough for fleet management, because existing historical congestion patterns focus mainly on passenger cars. The new ORTEC TD version, to be released in 2010, will use congestion pattern data for trucks.

Advantages

Discussing the advantages of the new version, Ms. Woudstra says, “This module will benefit all companies managing just-in-time pick-up and delivery operations in urban and

congested areas. The delivery plans created for the drivers should enable easier execution and more accurate delivery schedules. In addition, the enhanced functionality will help our customers to comply with the legal requirements of driving time restrictions.” (Read more about this new version on page 24/25)

Peter Beaumont – Marketing Director Enterprise EMEA adds: “The integration of NAVTEQ Traffic historical data into ORTEC TD is set to be a powerful enabler for customers in achieving higher levels of efficiency and cost savings in their fleet management activities.”

About NAVTEQ Traffic Patterns™

NAVTEQ Traffic Patterns offers the most comprehensive solution for faster routing and more accurate arrival time estimates. NAVTEQ Traffic Patterns feature traffic and travel speeds on primary and secondary roads in France, the United Kingdom and Germany and has the capability to calculate the most ideal routes based on traffic flow patterns which change 24 hours a day, seven days a week. ■