



# Data Services

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## *Hosted Route and Delivery Sequence Management*

### **Overview**

Hosted on servers at Willowbend's Dallas, Texas offices, "Route and Delivery Sequence Management" provides a web based interface that will sequence deliveries for a newspaper publication with driving instructions on a daily basis. Sequencing is done within your delivery route structure based on the most efficient means of travel. Daily reports can be printed from the web interface.

### **Benefits**

Utilizing Willowbend's hosting capabilities reduces the investment in establishing a daily processing system to optimize delivery information for newspaper distribution. Finding and maintaining the most efficient path to drive a delivery route can be a challenge for either new or experienced drivers. From the Willowbend system Sequenced Delivery Manifests, with driving instructions and notes, are produced on a daily basis and are available for downloading via a web interface.

Users can rely on the totally automatic sequencing process or manually edit the automatic sequences to include their local knowledge of the market, or they can set up manual sequences only. If complaint information is provided, it can be included on the manifest to inform the delivery person of issues on the route. Custom notes can be added to either an address or a street block to increase the information available to a person delivering a route.

Delivering or want to delivery other publications? That capability exists with the hosted system. Willowbend can include any other publications on the Sequenced Delivery Manifests for which information is provided. The web based system gives your delivery people more control over their needs as well as reducing problems with down routes and substitute carriers.

### **Requirements**

Customers supply the following information:

- Definition of market by zip code.
- File of all addresses in market if available. Willowbend can provide a full market file if none is available.
- Publication codes, service codes, and "Route to District" or Zone assignments.
- A daily feed of subscriber address, including the route to which each address is assigned.
- Optionally, a daily feed of complaints.
- A router file and/or router changes file to maintain routes on all addresses.
- List of people who will be using the system.

- The newspaper must have the ability to access Willowbend's ftp site.
- Files must be provided in text format if possible to avoid additional charges.

### **Deliverables**

Willowbend will process the supplied files daily and provide:

- Nightly processing of files to make available the manifests by a specified time each morning.
- A web based interface that enables users to perform address searches, account searches, route editing, sequence editing, carrier route assignments, and ad-hoc report generation.
- Downloading of Sequenced Delivery Manifests for each route in Adobe PDF format

Contact Willowbend Corporation for more information

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