Automatic Cross Company Freight Transportation Optimization

➜ *Improving efficiency and profitability of transport routes while reducing environmental impact*

Hanan Friedman with French President Emmanuel Macron and French Science Minister Mounir Mahjoubi;
Photo: Olivier Taïeb ©

Some people are convinced that trying to find an interesting start-up outside Tel Aviv is a waste of precious time. But someone hinted that a promising start-up is located far away in the southern city of Eilat. Future Mobility flew all the way to Eilat to meet **Hanan Friedman, Trucknet's CEO and founder,** at the company's home base to hear, first hand, about the economic as well as environmental revolution that he brought to the old and traditional world of freight transportation.

What is the main challenge that Trucknet is solving?

Many different researches in Europe came to similar results. About 30% of all trucks and buses on the road are traveling empty, and as such, that increases a company's operating costs and its environmental footprint.

Doesn't a company's internal transportation management software (TMS) tackle such hurdles?

Companies' in-house TMS can try to optimize internal transportation routes *only*. Our cloud-based transport optimization platform uses economies of scale and optimizes all system-registered transportation routes – which means, currently on a local – and in the future on a global – scale.

Could you be more precise with your explanation?

Everyone that is registered on the Trucknet platform – whether it is a company with fleets of trucks or a single operator with one truck – can add a freight transportation order, which includes an exit point, route, freight destination and the truck's final destination. Our platform knows how to connect to most of the types of TMS software being used, as well as telematics. And if there is one unknown TMS/telematics system, we connect it to our platform manually. Once our smart software has located that for a portion of a transportation route a truck will be traveling empty or partly empty, it could match/suggest other/additional freights ordered by other transport companies for that specific part of the route. Both sides need to then agree to the terms, conditions and payment for this freight transportation.

Additionally, we created a digital CMR document, which is an international agreement that contains the rights and obligations of parties involved in road transport: the shipper, carrier and addressee. The driver can digitally sign and confirm this document and agree to its terms. This document simplifies and improves the cooperation and transactions between the companies.

To summarize: Smart freight exchange transactions, via our platform, are completely secure and confidential. This all improves efficiency and profitability of freight transportation while reducing environmental impact, because the platform reduces the number of trucks on road.

Which kind of additional benefits does Trucknet's platform offer to transport operators?

The platform enables the management of all of a company's transports and vehicles with ease. The operator can schedule new and manage existing transports, assign vehicles to orders and communicate with drivers directly from the Trucknet scheduler.

Both software, for the operator and smartphone application for the driver, are user friendly, and the operator can control work orders, truck locations, truck routes, travel time and schedules. The screen offers automatic proposals to fill empty/or partly empty journeys with correspondences adapted to the specific journey.

Additionally operators can extract data and statistics related to their business.

A modern and simple-to-use dashboard and reporting tools enable the operator to see how many rides were performed or outsourced in a given time period, revenues, work schedules and truck usage for the next days and so on…

In which major countries is Trucknet's platform used?

After my presentation at the Paris Climate Conference in 2015, I strategically decided to start our European activity in France.

Since then we were able to connect more than 430,000 trucks from more than 4,800 companies in France. Our business partners in France are leading companies, such as: Groupe La Poste, Geo Post, Business France, Crédit Industriel et Commercial (*CIC*), CMA CGM and many more…

What are your short- and medium-term plans?

We are expanding our activity to Eastern Europe and our local office there will be located in Romania. Currently, we are also running a pilot in Portugal using the Mobileye 8 system with one of La Poste's subsidiary companies, Chronopost. In October 2019, we are planning to start our activity in England, and according to our business plan, we will expand our activity to Germany in 2020. Additionally, in Israel our system was chosen to run in two pilots. One with the IDF and the second one with the Israel Postal Company.

What is your long-term vision?

Our long-term vision is divided into two main working fields:

A. To efficiently manage autonomous transportation and logistics.

B. To connect and optimize the global logistics system i.e.: airplanes, trucks, trains and ships, as well as messengers.