

Backhaul Direct: Revolutionizing Logistics

Partnering with Woolpert Digital Innovations, Backhaul Direct integrated Google Maps Platform into its Transportation Management System (TMS).

The challenge

To overcome challenges such as outdated mileage tools, billing discrepancies, and the lack of real-time visualizations, Backhaul Direct sought to modernize its logistics operations by integrating scalable, forward-thinking technology.

The solution

This integration provided accurate mileage calculations, real-time traffic data, and street-level views, enabling Backhaul Direct to enhance route planning, improve customer satisfaction, and address billing issues.

The result

Real-time traffic updates and optimized routing have reduced delivery times and improved scheduling accuracy, precise mileage calculations have eliminated billing discrepancies related to fuel payments, resolving a key challenge for the company, and a seamless Integration thanks to Woolpert's expertise.

“The support we've received from Woolpert has been outstanding. From the start, we've been able to reach out with any issues, and they've always been resolved quickly. Their expertise made integrating Google Maps into our TMS seamless, and we've had no downtime since the launch in 2015.”

Dylan Murphy, Co-President and COO of Backhaul Direct



About Backhaul Direct

Founded in 2004 and headquartered in Indianapolis, Backhaul Direct is a premier transportation and logistics provider, offering services that range from manufacturing support to final-mile delivery.

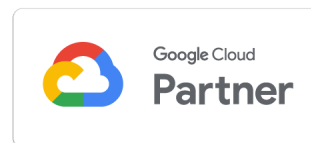
Vertical/horizontal solution: Logistics

Primary project location: United States



About Woolpert, Inc.

Woolpert Digital Innovations accelerates digital transformation. We help modernize applications, optimize workflows, and unlock location insights.



Products

Google Maps Platform