Bee Delivery optimizes logistics with Google Maps and SoftwareOne

SoftwareOne helped Bee Delivery optimize the use of Google Maps and its APIs to reverse costs, improve service and generate better returns for the company.

The challenge

The company had good results with Google Maps in the beginning, but as the business grew, the management brought difficulties. It was necessary to previously register the neighborhoods and condominiums served and, manually, search for the central point of the address to map it as a region in the delivery application. This system generated significant monthly expenses for the company.

The solution

Address validation was mapped to Google's autocomplete API to ensure that when the client started typing, the application would recognize it and suggest the correct name. In this way, it was possible to minimize intercurrences with non-existent locations. In addition, API Directions Advance was adopted, allowing to optimize the route and the tracking of the route by the client with Geocoding.

The results

The optimization resulted in increased data reliability that led to the company's organic expansion to more cities and regions, previously limited. Bee Delivery now serves more than 140 cities and has already surpassed 16 million deliveries since the start of the operation. In turnover, this represented a 23% cost reduction, due to the reduction in travel distance for delivery drivers.

> ❝ We have noticed a big impact on cost management, support and service maintenance. All the communication and transparency have brought a sense of security in the correct use of the service and the certainty that we are being charged for what we actually use ❞
>
> Ramon Sarmento, Bee Delivery's Technology Manager

About Bee Delivery

Startup that connects companies with couriers. Through its platform, companies can call the couriers to deliver their products. Safe, fast, and easy. Bee Delivery has delivery options by bike, motorcycle, and car, adding up to more than 600 thousand deliverers throughout Brazil that serve more than 130 thousand registered companies.
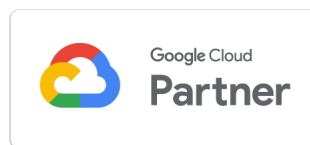
Industry: Logistics

Primary project location: Brazil

About SOFTWAREONE SPAIN S.A.

SoftwareOne is a leading global software and cloud solutions provider that is redefining how the world buys, builds & manages everything on the cloud

Products

Google Maps Platform