

## Trexity - Mobility Solutions Case Study

The Woolpert Digital Innovations team helped Trexity curate a foolproof product plan around routing needs that kept Trexity at the center of the process.

### The challenge

As part of its mission, Trexity developed a mobile app to be used by couriers and a platform where customers can track deliveries in real time. With the need to bake a map directly into its platform, Trexity recognized Google Maps as the most familiar and reliable mapping solution.

### The solution

Geolocation APIs validate every delivery address to eliminate the hassle of tracking down lost packages. Directions and Distance Matrix APIs retrieve distance and ETA data for quick delivery estimates. Google Optimization provides Trexity's merchants with faster delivery time for their customers through efficient, curated routes for their couriers.

### The results

Mobility solutions by Google Maps Platform helped Trexity achieve two main goals: to help local companies build delivery into their business and obtain better rates for better routes—all while keeping the customer at the core. They developed a dispatching solution using Google Optimization to increase fleet efficiency by assigning drivers based on driving ETA, ranking models, or real-time traffic.

“Woolpert Digital Innovations was recommended to us by Google because we had infrastructure issues and questions around fleet optimization. Our team benefits from their expertise in mobility and premium customer support. As an ambitious startup, we appreciate that they let us drive the relationship and draw on their vast knowledge about transforming routing and delivery.

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Alok Ahuja, CEO and Co-founder, Trexity

# Trexity

About Trexity Inc.

Trexity provides same-day delivery and real-time tracking to local businesses across Canada with Google Maps Platform.

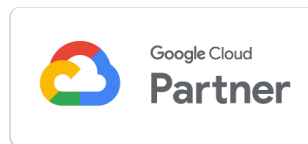
Industry: Software & Internet

Primary project location: Canada



About Woolpert, Inc.

Woolpert, a geospatial powerhouse, delivers value to global clients by strategically blending leading-edge technology and geospatial applications.



### Products

Google Maps Platform