

Route Optimization: The RouteSavvy® Web Service

The OnTerra Route Optimization Service (OnTerra RouteSavvy®) is a web service designed to optimize and improve the routing of anyone or anything once the upcoming stop addresses or geo-locations are entered. Specifically, OnTerra RouteSavvy® reduces costs by using sophisticated algorithms to optimize the driving path taken by a company's mobile assets. This path can then be optionally plotted on Microsoft Bing Maps for print out or visual confirmation.

OnTerra RouteSavvy® improves your customer service level and increases profits in the following ways:

- Reduces the distance and time traveled across your organization's fleet, thus reducing fuel costs, labor costs, and vehicle wear-and-tear
- Minimizes the distances between customer visits by finding the most efficient route
- Allows comparison between planned and actual circuits for process improvement

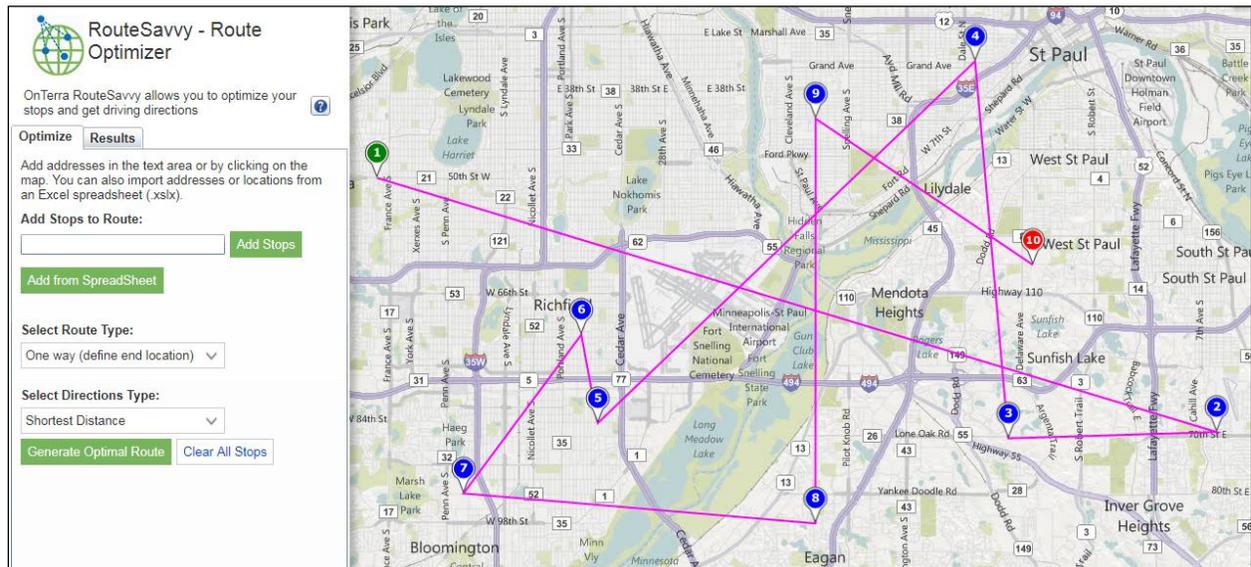


Figure 1: Sample Bing Map App using OnTerra RouteSavvy® - BEFORE

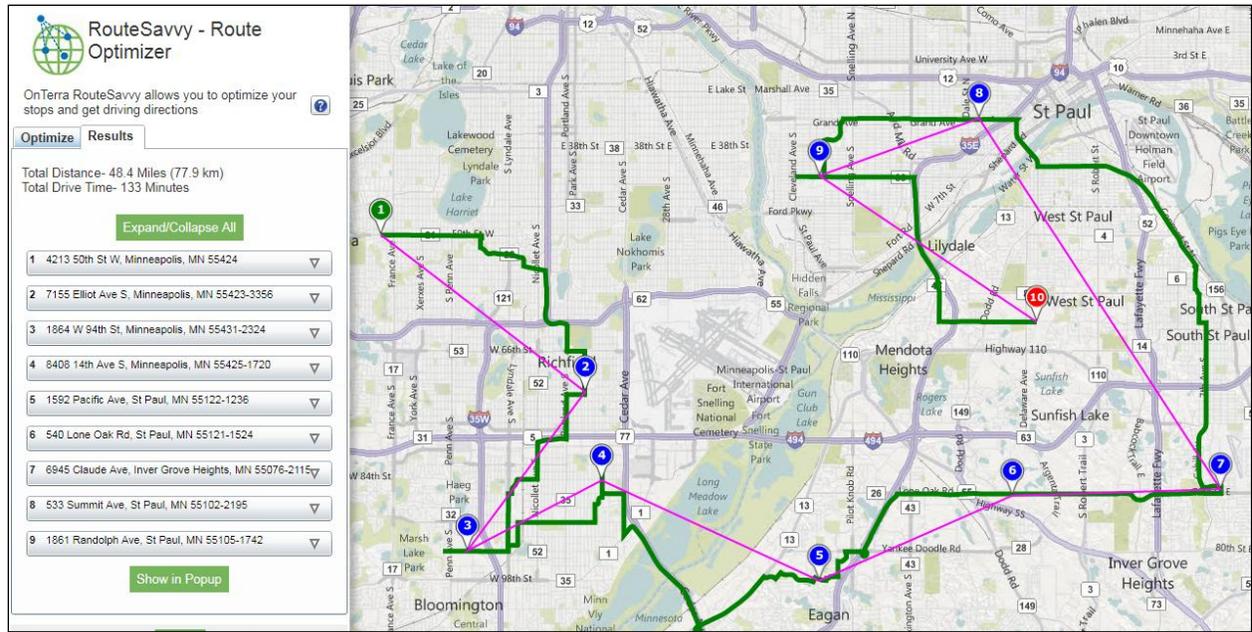


Figure 2: Sample Bing Map App using OnTerra RouteSavvy® – AFTER optimization

The OnTerra Route Optimization Service is a SOAP/XML web service that you can use with any application that supports SOAP/XML standards, including .NET, Silverlight, Java applications etc. It delivers sub second optimization of up to hundreds of stops based on proximity, including different algorithms for:

1. Round trip
2. One way with a defined end location
3. One way with an undefined end location that will determine the optimal end location.

This service can be used in conjunction with routing services like Bing Maps to provide driving directions, route distance, and route time. Visit <http://msdn.microsoft.com/en-us/library/cc966826.aspx> for more information on the Bing Maps routing service.

OnTerra is currently offering the full version of RouteSavvy® for a 30-day trial at no charge. Once evaluated, it is a simple web-based sign-up to take advantage of the service where for \$1/unit/month, users of the service can optimize an unlimited number of routes and stops. Both the trial and the production versions can be accessed at <http://register.routesavvy.com>. You may also try out a demonstration of our service using the Bing Map App referenced above by going to <http://mapapp.routesavvy.com>.