Gruber challenge:

LogiTrack

Shoot the truck

The Problem

- High fragmentation of logistic companies.
- Highly competitive and turbulent market.
- The relentless cost per kilometer.

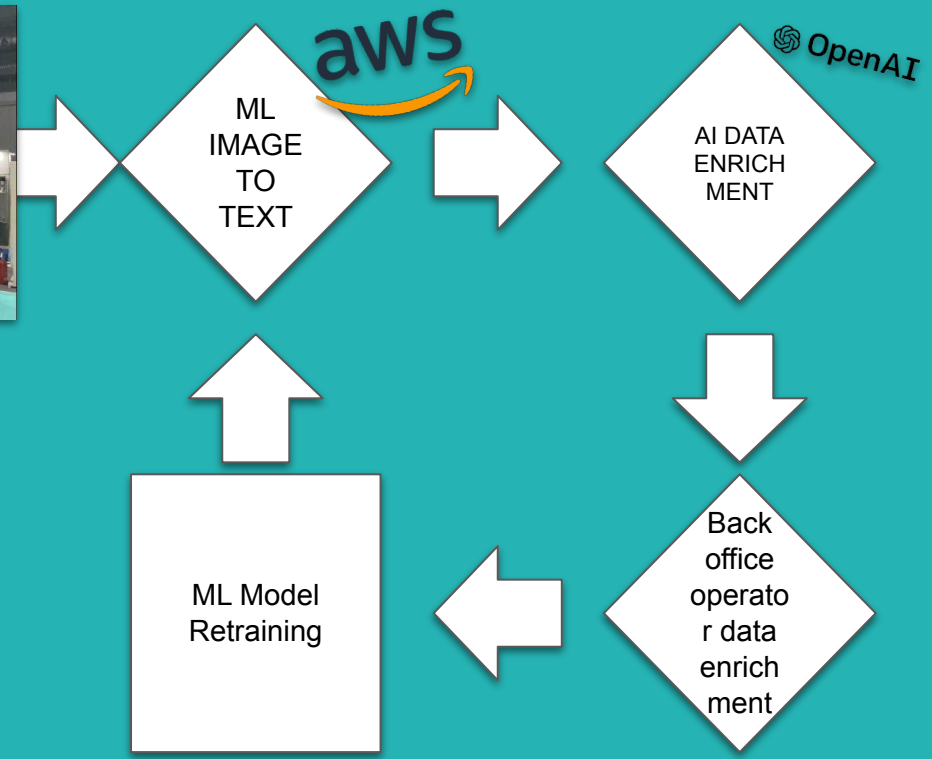
What do you know about your competitor routes?

LogiTrack

Automagic truck recognition

Tracking your competitors all over the globe is at the distance of a single touch.

Tech Stack



Presentation layer:

- HTML5 web application

Backend layer:

- Mysql database
- NodeJS application

Data enrichment layer:

- Python3 workers
- drivers
- backoffice operators

But this challenge is not about a technical problem

From this

To this


```
{
    "ragione_sociale": "Esselunga
S.p.A.",
    "indirizzo": "Strada 3, Palazzo N,
20089 Rozzano (Milano) - Loc. Cascina
Venina",
    "telefono": "02 89201",
    "email":
"servizioclienti@esselunga.it"
}
```


In just 200 lines of code and 2 API call

See it yourself!

The real challenge presented by Gruber Logistics is

HOW DO WE

ENGAGE

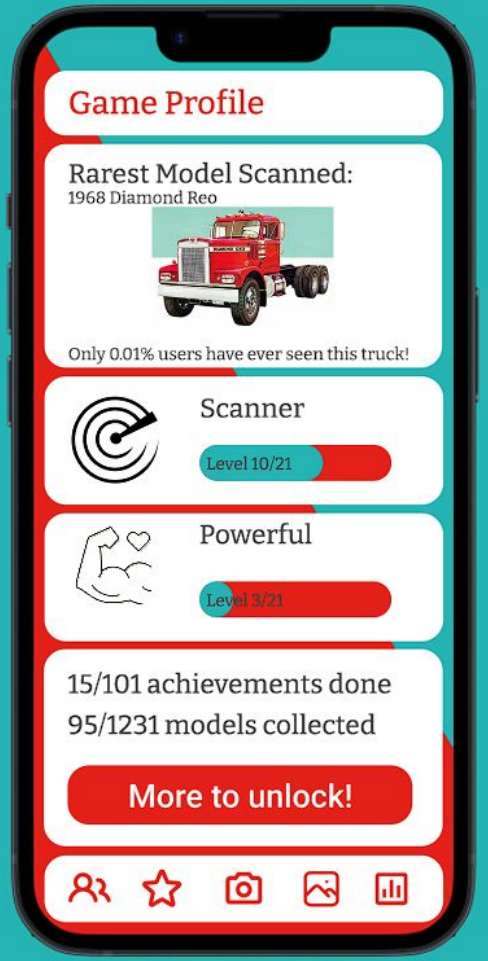
OUR DRIVERS?

Gamifying Data Collection

Drivers are the heartbeat of logistics, not just data *scrapers*.

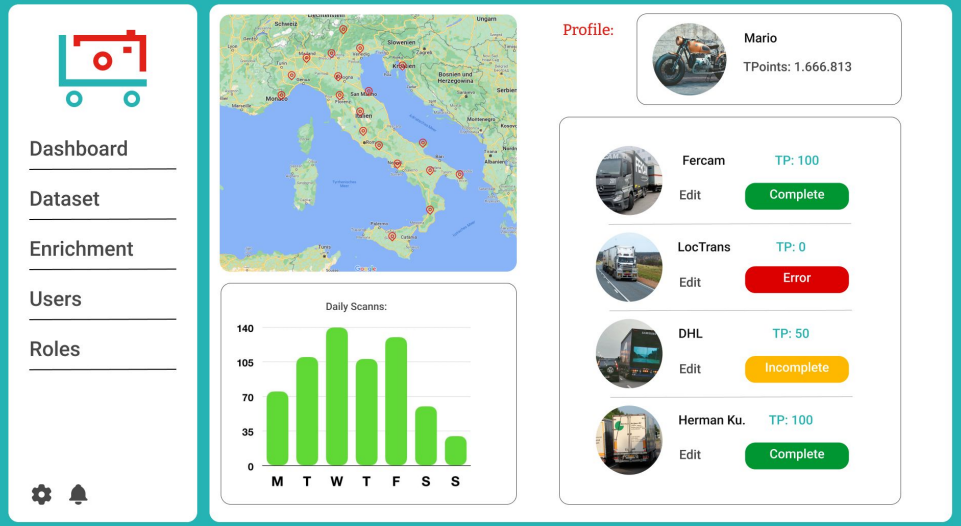
Our project's mission is to outline a **win-win** feature set that promotes the widest possible adoption of the app by end users.

To achieve this goal we must **reward** drivers with what they miss most due to the peculiarities of their work: **quality of life**



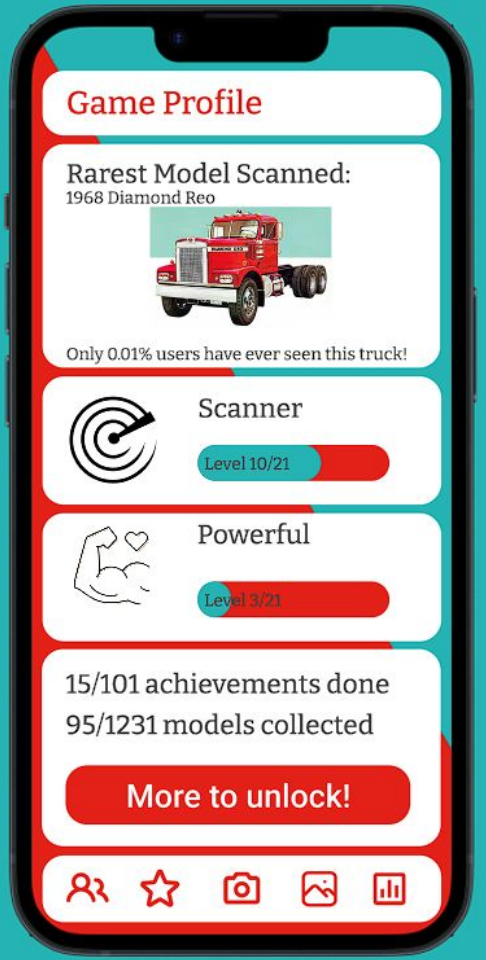
Business feature set

- Competitor tracking across the globe
  - Geotagging
  - License plate recognition
  - Competitor data enrichment
    - Legal entity
    - Addresses
    - Phone numbers
    - Contact email addresses
- Backoffice web application
  - Data quality
  - Data enrichment
  - Data analysis
    - also via maps



Driver point system

- Every shoot gets points
- Daily and weekly special challenges
- Photo quality
- Manual data enrichment
- Rare shoots
  - First-ever truck model
  - First ever company
  - Known company in a new region or state
  - …
- Built-in community



Driver rewards

Corporate welfare, 100% tax deduction for companies, 100% life quality for drivers

A strategic lever for Companies:
- **INCREASE** worker well-being
- **ATTRACT** new drivers and reduce turnover
- **INCREASE** productivity
- **CONTAIN** labor costs

Real value for drivers:
- **PROMOTES** work-life balance
- **INCREASES** purchasing power
- **STRENGTHENS** the relationship with the company
- **IMPROVES** the quality of life

MORTGAGE BENEFITS

WELLNESS SPA

PRIZE EXAMPLE: FREE GYM ENTRIES

Company Retreats

SPONSORED HOBBIES OR CLUBS

HEALTHCARE DISCOUNT

THIS IS WHY DRIVERS WILL USE OUR APPLICATION

THIS IS HOW GRUBER WILL POPULATE ITS

BUSINESS INTELLIGENCE DATA

LogiTrack for Gruber

Thank you

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