

## **Routific Now Optimizing Delivery Routes with Historical Traffic Data**

*Route optimization solution can now ‘predict the future’ with greater accuracy, helping local delivery businesses get around faster.*

Vancouver, Canada ([PRWEB](#)) January 19, 2016 -- Routific, the world’s most innovative route optimization solution, now uses historical traffic data to help delivery businesses calculate realistic routes and accurate ETAs.

Planning delivery routes ahead of time can be tricky, especially since traffic conditions are constantly changing. By integrating historical traffic data, Routific can predict where and when a traffic jam could occur, allowing route planners, dispatchers, and business owners to make smarter decisions in advance.

For example, delivery routes planned during rush hour could end up taking a lot longer than the same delivery routes carried out on a weekend. With Routific’s new predictive traffic feature, businesses can impress customers with more accurate ETAs and deliver a truly exceptional experience.

“In our conversations with countless business owners, we learned that the ability to anticipate traffic was one of their biggest concerns,” said Routific’s CEO Marc Kuo, a logistics expert with a decade of industry experience.

“Predicting the future can be hard, but integrating historical traffic data into Routific’s platform brings us pretty close. Routific gives business owners peace of mind that their deliveries will be on time, all the while knowing their drivers are being as efficient as they can be.”

To learn more, go to [Routific.com](#) and schedule a [free demo](#) with one of our Routing Experts today.

### About Routific

Routific is a smart logistics platform that optimizes routes for last-mile delivery fleets, saving businesses up to 40% on time and fuel. Today, the power and efficiency of our proprietary algorithm combined with a stellar user experience makes Routific the best routing solution for the mid-tier market. Routific is the winner of Startup Weekend Vancouver (2012), and was recently incubated by [Axiom Zen](#) and accelerated by [Techstars Chicago](#).

### Key takeaways:

- Historic traffic integration makes Routific the smartest, most innovative route optimization solution on the market.
- Routific’s predictive abilities allow route planners, dispatchers and business owners to accurately plan routes in advance.
- Routific is a smart logistics platform that optimizes routes for last-mile delivery fleets, saving businesses up to 40% on time and fuel.



**Contact Information**

**Suzanne Ma**

Routific

<http://www.routific.com>

+1 1-888-907-6884 Ext: 701

**Andrew Kwok**

Routific

<http://www.routific.com>

1-888-907-6884 700

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).