

LiteLink Technologies Inc.

07:11 15 Oct 2019

LiteLink launches PerfectRoute, a route planning and fleet optimization solution designed for last-mile delivery

LiteLink Technologies Inc. (CSE:LLT) (OTCMKTS:LLNKF) has launched PerfectRoute, a delivery route planning and fleet optimization solution for all types of vehicles designed for last-mile delivery, powered by the 1SHIFT Logistics platform.

In a statement, the firm, a key player in logistics and payment solutions, pointed out that the global route optimization software market is expected to reach US\$5.07 billion by 2023, compounded by increasing pressure to lower the costs of transportation and logistics.

READ: LiteLink Technologies unveils new strategic tie-up with Segra International for cannabis tracking

It pointed out that route optimization will be provided to enterprise customers via Litelink's flagship 1SHIFT platform, but also as a standalone offering in a simple monthly subscription format under the second brand 'Perfect Route,' guaranteeing the best route for any delivery to achieve the lowest delivery costs.

1SHIFT's route and truck optimization features will be available to the mass market this quarter in 2019, the group said, adding that customer trials are currently taking place.

Shanila Karim, head of 1SHIFT Customer Success commented: "While onsite with a customer implementing our flagship platform 1SHIFT Logistics, we noticed the time and effort being spent each day manually figuring out how many trucks and customer orders were required for planned truck routes. It is clear the owners are very reliant on two critical resources and an array of manual steps."

PerfectRoute is a true self-service Software-As-A-Service (SaaS) offering from Litelink focused on user simplicity and immediate response of the best fit optimized route to take.

To access the feature, any user can upload any number of pickup and drop-off locations, and simply click 'Optimize' to generate the most efficient planned route to take, the company said.

The key differentiator is a 'truck optimizer feature' that estimates how many trucks are required to ship all customer orders, minimizing wastage and costs, it added.

Helping last-mile delivery businesses

LiteLink CEO Ashik Karim said: "We are very excited about the launch of our new product PerfectRoute, which will solve some of the key biggest challenges faced by last-mile delivery businesses."

"Litelink can continue to focus on rolling out 1SHIFT Logistics to enterprise clients, and now capture even a larger

Price: 0.07

Market Cap: \$12.07 m

1 Year Share Price Graph



Share Information

Code: LLT

Listing: CSE

52 week High Low
0.29 0.07

Sector: Blockchain & Crypto

Website: litolinktech.com

Company Synopsis:

A Canadian based public (CSE:LLT) enterprise technology company focused on solving real world problems across the Logistics & Supply Chain and Remittance & Payments industries using the power of artificial intelligence, blockchain, and other leading edge software.

action@proactiveinvestors.com

market with a subscription-based high-value solution like Perfect Route," he added.

LiteLink develops world-class enterprise platforms that utilize artificial intelligence, blockchain, and predictive analytics to solve fragmented and outdated technology problems in the logistics and digital payment industries.

Contact the author at jon.hopkins@proactiveinvestors.com

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of LiteLink Technologies Inc. named herein, including the promotion by the Company of LiteLink Technologies Inc. in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).