Технічні науки

UDC 004.738.5:005.932:656

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IT TECHNOLOGIES FOR AUTOMATING BUSINESS PROCESSES IN LOGISTICS: A CASE STUDY OF OMNI DISPATCH

Summary. *This article explores how IT-driven digitalization reshapes logistics operations, focusing on the example of the "Omni Dispatch" application—a mobile-centric platform designed to automate dispatching, electronic documentation, and real-time tracking. Drawing upon diverse industry studies and comparative analyses of modern solutions, such as LEAD TMS and VeeRoute, the research underscores the centrality of technology integration in reducing operational expenditures and enhancing delivery accuracy. Practical case studies from Hugo Hunter Inc and Alpha Express LLC illustrate measurable gains in process efficiency, billing cycles, and customer satisfaction following the implementation of Omni Dispatch. The discussion also addresses future prospects, highlighting how artificial intelligence and machine learning can enrich route optimization, demand forecasting, and risk mitigation. Ultimately, this study affirms that well-structured adoption of IT solutions provides a strategic advantage, enabling logistics providers to stay competitive in a global market where speed, transparency, and reliability are paramount.*

Key words: *Digital Logistics, Dispatch Automation, Information Technology, Supply Chain Optimization, Omni Dispatch, Transportation Management Systems (TMS), Artificial Intelligence, Route Planning.*

Introduction. In today's rapidly evolving global marketplace, the logistics sector faces increasing pressure to deliver faster, more efficient, and cost-effective services. Recent industry surveys underscore the exponential growth in freight volumes and rising customer expectations, driving logistics providers to seek new ways of reducing operational expenses [1, 2]. According to McKinsey & Co. [1], digitizing core logistics processes—such as route planning, real-time shipment tracking, and warehouse automation—can boost performance by up to 20% in the short term. Furthermore, Fortune Business Insights [2] reports a robust surge in demand for digital logistics solutions, projecting that the global digital logistics market will continue growing at an annual rate exceeding 18% over the next decade (fig. 1).

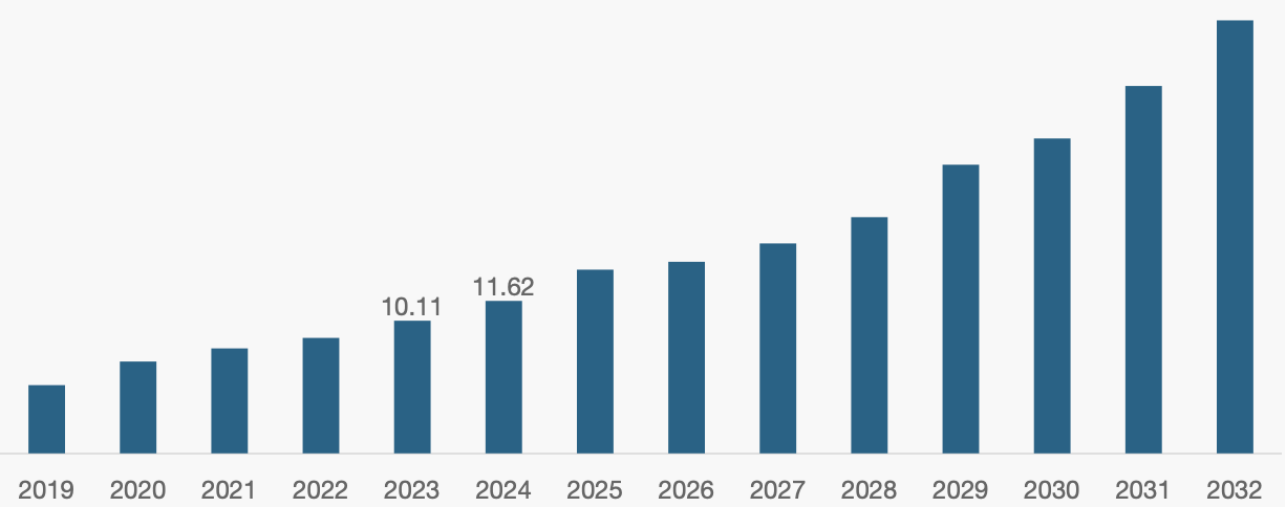

Fig. 1. Digital logistics market size, *usd billion* **[2]**

A pivotal framework that has emerged in response to these challenges is "Logistics 4.0," which integrates digital platforms, Internet of Things (IoT) devices, and data analytics into traditional supply chain operations [3, 4]. The term signifies a paradigm shift from paper-based processes toward smart, fully interconnected networks that optimize every stage—from procurement to delivery—in real time. Increasingly, logistics companies regard information technology (IT) not merely as an add-on but as a strategic core to enhance

reliability, transparency, and responsiveness within the supply chain. As a result, embracing Logistics 4.0 principles enables organizations to automate repetitive tasks, minimize costly human errors, and respond adaptively to market fluctuations.

The primary aim of this study is to demonstrate how the adoption of IT solutions significantly improves the efficiency and competitiveness of business processes in the logistics sector. More specifically, it focuses on the ways digital tools can streamline operations, reduce overhead costs, and foster greater transparency in end-to-end logistics chains.

To achieve this aim, the research pursues several key objectives:

1. Overview of existing IT-based logistics solutions: Provide a concise examination of current digital tools used by major logistics players, including software for route optimization, Transportation Management Systems (TMS), and specialized dispatching platforms.

2. Detailed analysis of the "Omni Dispatch" application: Investigate the functionality, practical use cases, and distinctive advantages of a mobile-first logistics solution designed to automate dispatching and e-document workflows.

3. Comparative assessment with other systems: Position "Omni Dispatch" relative to established solutions (e.g., LEAD TMS, VeeRoute) to highlight differences in scope, complexity, and user adoption barriers.

4. Future prospects for logistics digitalization: Discuss the integration of emerging technologies, such as artificial intelligence (AI) and machine learning (ML), which are anticipated to further transform the logistics sector in the coming years.

"Omni Dispatch" serves as a compelling case example due to its mobile-centric approach and focus on automating key operational tasks such as dispatching, e-ticketing, and real-time delivery tracking. By prioritizing a user-friendly interface for dispatchers and drivers, it illustrates how smaller or mid-sized logistics providers can achieve substantial efficiency gains without

deploying a full-scale enterprise TMS. Moreover, the application's emphasis on electronic documentation—encompassing Bills of Lading (BOL), Proof of Delivery (POD), and other essential forms—addresses one of the most persistent bottlenecks in logistics: paper-heavy workflows prone to errors and delays [5].

Furthermore, the practical impact of "Omni Dispatch" has been evidenced in real-world settings by companies adopting its functionalities to expedite billing, improve transparency for clients, and reduce manual administrative tasks [5]. These empirical results underscore the importance of evaluating how agile, industry-tailored digital systems can enhance logistics performance and customer satisfaction. Consequently, "Omni Dispatch" offers an illustrative lens through which one can analyze broader trends in logistics digitalization—where technology adoption is not merely beneficial, but increasingly indispensable for sustaining competitive advantage.

1. The role and overview of modern IT solutions in logistics

Digitalization has become a cornerstone for boosting operational performance across contemporary supply chains, as evidenced by multiple recent studies [1; 4]. By replacing or augmenting traditional paper-based procedures with advanced information systems, logistics organizations can reduce their total lead times, optimize resource allocation, and achieve higher precision in inventory management and order fulfillment. Among the most widely adopted technologies are Transportation Management Systems (TMS), the Internet of Things (IoT), Big Data analytics, artificial intelligence (AI), and warehouse robotics [6].

A TMS typically coordinates planning, execution, and analytics for freight movements, facilitating improved route scheduling and load consolidation. IoT devices—ranging from GPS trackers on trucks to sensors on cargo containers—generate real-time data that inform decision-making and allow for dynamic response to disruptions. Big Data capabilities enable large-scale analysis, revealing hidden patterns in demand fluctuations or transit delays, and support

predictive modeling that can forecast potential bottlenecks. AI-driven modules build on these data sets to perform tasks such as automated route optimization and anomaly detection, thereby reducing manual intervention. Meanwhile, the growing use of robotic systems in warehouses promises safer, faster, and more consistent handling of goods, resulting in greater throughput and lower operating costs.

Collectively, these technologies address several fundamental logistics challenges. First, they eliminate repetitive manual tasks, reducing labor intensity and minimizing human error. Second, they provide real-time visibility, enhancing both the speed and the transparency of deliveries—a critical factor in managing customer expectations. Third, they enable data-driven decision-making, which fosters more accurate demand forecasting and risk mitigation. When integrated effectively, digital solutions can yield a multi-faceted impact on supply chain performance, including lower transportation costs, reduced inventory stockouts, and improved on-time delivery rates [1].

A conceptual way of capturing this effect is through the total logistics cost function, which often encompasses transportation (T), warehousing (W), inventory holding (I), and administrative (A) costs:

$$TLC = T + W + I + A$$

where each component can be significantly reduced via enhanced coordination, advanced analytics, and automation. As an example, real-time routing algorithms decrease T by cutting unnecessary mileage, and automated warehouse operations diminish W by boosting handling efficiency.

Contemporary logistics software typically combines planning engines—capable of sophisticated route optimization—with execution modules for dispatching, tracking, and performance control. Two notable examples include LEAD TMS and VeeRoute, both offering complementary features for different scales and complexities of supply chain operations.

LEAD TMS is a comprehensive platform designed to manage the end-to-end transportation cycle. Its core functionalities span route design, load assignment, freight billing, and performance analytics. Given its modular structure, companies can integrate telematics, electronic documentation, and third-party systems through standardized application programming interfaces (APIs). This integrative capability allows LEAD TMS to suit a wide range of users—from smaller carriers seeking efficient fleet management to enterprise-level operators requiring complex resource allocation. However, full-scale implementation can be time-consuming, and the platform's extensive features may pose a steep learning curve for untrained personnel.

VeeRoute, by contrast, concentrates on high-performance route optimization, leveraging advanced algorithms grounded in linear programming and AI heuristics. Rather than offering the full suite of TMS functionalities, it functions as an "optimization engine" that can be integrated into broader enterprise systems. In large delivery networks handling hundreds or thousands of stops daily, VeeRoute's capacity to compute efficient routes in near-real time can significantly cut fuel consumption and driver hours. Yet its narrow focus on the optimization layer implies that users often need additional solutions to manage execution details—such as dispatching drivers or digitizing shipment documents.

A brief tabular comparison of these solutions highlights key criteria—planning capabilities, execution monitoring, integration potential, implementation complexity, and cost structure.

Table 1

Comparison of solutions

Solution	Planning & optimization	Execution monitoring	Integration	Implementation complexity	Cost model
LEAD TMS	Offers end-to-end transport planning (e.g., scheduling, load optimization);	Provides real-time tracking, KPI dashboards,	Modular APIs allow linking to WMS, ERP,	High: enterprise-level rollout often requires	Typically subscription-based, with flexible tiers

Solution	Planning & optimization	Execution monitoring	Integration	Implementation complexity	Cost model
	can incorporate telematics and scenario-based route design.	and alerts through a unified interface.	telematics, and other enterprise systems.	detailed setup and training.	but higher total cost for full feature set.
VeeRoute	Specializes in advanced route optimization, using AI heuristics to minimize distance and time for large-scale operations.	Limited in-built execution tracking; usually relies on external systems for real-time dispatch control.	Integrates via APIs with TMS/ERP for data exchange; focuses on "optimization brain" approach.	Medium: integration can be straightforward, but advanced configuration requires planning.	SaaS-based, variable pricing tied to volume of optimization tasks; cost-effective for large fleets.

This comparison underscores that each system targets distinct operational gaps. LEAD TMS excels in comprehensive transport management, whereas VeeRoute excels in computational routing intelligence. Consequently, the choice between them depends heavily on a company's specific goals, resources, and operational complexity. Organizations seeking holistic management of shipments and fleets may lean toward LEAD TMS, while those wanting a powerful optimization module to plug into existing systems might find VeeRoute preferable. Importantly, many logistics operators combine specialized dispatch tools with TMS modules and optimization engines to build a tailored technology stack that meets their evolving needs.

Overall, both LEAD TMS and VeeRoute illustrate the multiplicity of digital solutions now shaping the future of logistics. As the sector becomes more data-centric, the interplay between optimization algorithms, integrated platforms, and real-time communication systems will continue to define how effectively companies manage supply chain challenges. By implementing appropriate combinations of these tools, logistics providers can capitalize on digitalization to

drive down costs, accelerate deliveries, and deliver a level of transparency that distinguishes them in a highly competitive market.

2. Omni Dispatch in focus: advantages and prospects

Omni Dispatch represents a mobile-centric platform that addresses the operational nuances of dispatching, real-time data capture, and electronic documentation. By prioritizing user-friendly interfaces and rapid deployment, it offers an alternative to full-scale enterprise systems and large-scale optimization engines. The application incorporates several advanced functionalities, including automated generation of Bills of Lading (BOL), Proof of Delivery (POD) data capture, and continuous geolocation tracking—all of which substantially reduce paperwork and human error [5]. In contrast to more expansive Transportation Management Systems (TMS), Omni Dispatch is designed to fulfill a focused range of tasks with minimal onboarding complexity, enabling small and medium-sized logistics operators to modernize their workflows without significant overhead.

A core benefit lies in the automation of data collection and digitized records. Manual handling of delivery tickets or BOL/POD documents often leads to inaccuracies, lost forms, and prolonged billing cycles. By consolidating these processes into an integrated digital workflow, Omni Dispatch accelerates administrative tasks and fosters near-instantaneous sharing of shipment details with relevant stakeholders. In terms of architecture, the platform supports both online and offline modes—vital for areas with unreliable connectivity—and provides a fully featured mobile app for drivers. Through location-based services, dispatchers can track vehicle progress in real time, thereby minimizing miscommunication and reducing potential delays. This seamless coordination translates into faster order processing; one can model the time savings via a simplified throughput formula:

$$T_{process} = T_{admin} + T_{communication}$$

where T_{admin} diminishes as automated e-doc workflows replace manual filing, and $T_{communication}$ shrinks due to instant status updates and shared digital platforms. With Omni Dispatch, these components become substantially lower than in traditional paper-based logistics environments.

Implementation cases at Hugo Hunter Inc and Alpha Express LLC illustrate its practical impact [5]. Both companies reported more efficient data capture and fewer billing discrepancies, as the digitized tickets flowed directly from drivers to the back office without risk of misplacement. According to testimonials, dispatchers at Hugo Hunter Inc could handle increased daily loads despite maintaining the same staff levels, partly due to decreased phone calls and paperwork consolidation. Alpha Express LLC also benefited from streamlined document control, noting higher transparency during audits and faster customer invoicing. These experiences align with broader industry findings that digital dispatching can reduce overhead by 15–20% while boosting on-time delivery rates, particularly in operations characterized by time-sensitive consignments [4].

A comparative glance at Omni Dispatch, LEAD TMS, and VeeRoute underscores key differences in functional depth, scope, and implementation complexity. LEAD TMS excels in end-to-end transport management, offering extensive integration with external enterprise systems and telematics. VeeRoute specializes in dynamic route optimization algorithms, efficiently handling complex multi-stop deliveries. Omni Dispatch situates itself as a lighter, execution-focused tool that seamlessly guides drivers and dispatchers through job creation, electronic ticketing, and immediate data validation. As a result, Omni Dispatch trades advanced route planning functions for greater ease of deployment and streamlined digital documentation. Organizations with expansive fleets may still leverage LEAD TMS or VeeRoute for strategic route optimization and cost modeling, while integrating Omni Dispatch for field-level execution and real-time driver communication.

A summarizing overview of these comparative elements appears in Table 2, reflecting differences in breadth of functionality, ease of use, and indicative benefits.

Table 2

Comparison of solutions

Dimension	Omni Dispatch	LEAD TMS	VeeRoute
Core focus	Dispatching, e-ticketing, real-time data capture	Comprehensive transport planning and execution	Specialized route optimization (AI/heuristics)
Implementation complexity	Low: quick setup, mobile-first design	High: enterprise integration, multiple modules	Medium: requires integration with TMS/ERP for execution
Key differentiators	Offline capability; easy-to-use mobile app; rapid billing and BOL/POD digitization	Full fleet management, KPI dashboards, enterprise analytics	High-performance optimization; handles complex multi-stop routes
Suitable users	SMEs seeking fast adoption and basic optimization	Large logistics companies needing an all-in-one solution	Operators requiring deep route-planning intelligence

From a cost-benefit perspective, Omni Dispatch can unlock immediate gains in transparency and speed of operations, making it well-suited for smaller fleets or service providers in specialized niches (e.g., hauling oversized freight). Larger enterprises may integrate Omni Dispatch as a field-level layer on top of existing TMS software, thereby unifying back-office route planning with driver-friendly tools at the execution stage.

Looking ahead, Omni Dispatch is poised to integrate more advanced technologies, aligning with broader industry trends toward AI-driven automation [6]. Future iterations may incorporate intelligent route optimization—albeit on a lighter scale than enterprise optimization engines—by analyzing historical trip data, traffic patterns, and vehicle performance metrics. Such enhancements could

yield adaptive scheduling systems that automatically reassign dispatch orders based on real-time events like congestion or sudden vehicle downtime. Predictive analytics, moreover, can bolster demand forecasting and maintenance planning [3]. Through machine learning models applied to truck diagnostics or cargo flow data, dispatchers can anticipate repair windows and preempt route disruptions, leading to more stable logistics chains overall. An additional frontier of growth involves potential synergies with semi-autonomous vehicles and drone delivery: by orchestrating dispatch activities for mixed driverless and human-operated fleets, Omni Dispatch could realize a new paradigm of distributed shipment management in real time. Lastly, integration with smart warehouse solutions would close the information gap between yard operations and the dispatch system, allowing for seamless handoffs of freight that arrive or depart according to precise, AI-informed scheduling.

In sum, Omni Dispatch exemplifies the evolving nature of digital logistics platforms that focus on immediate operational enhancements—particularly in dispatching and e-documentation—while preparing to embrace AI-driven innovations. Its relatively lean architecture and mobile-first design address a critical gap in the market, offering quick returns and a minimized learning curve. As with all IT investments, organizations must map the capabilities of Omni Dispatch to their specific process requirements, potentially embedding it within broader enterprise ecosystems. If managed strategically, these digital instruments, including Omni Dispatch, promise considerable efficiency gains, cost reductions, and competitive differentiation in a marketplace where rapid, accurate deliveries and real-time visibility have become industry-wide imperatives.

Conclusion. The research presented here offers a comprehensive examination of how cutting-edge IT solutions, exemplified by Omni Dispatch, can catalyze the transformation of logistics processes. Integrating cloud-based applications, mobile platforms, and electronic documentation systems yields significant reductions in administrative overhead, more transparent shipment

tracking, and faster customer invoicing. Comparing Omni Dispatch with established platforms such as LEAD TMS and VeeRoute underscores the importance of matching solution scope and complexity to specific operational requirements. While larger enterprises may still opt for comprehensive TMS architectures or specialized optimization engines, Omni Dispatch exemplifies a leaner approach that is both accessible and flexible—features particularly relevant to small and medium-sized logistics providers seeking quick returns on investment.

Practical case implementations confirm that digitalization not only cuts direct costs but also fosters a cultural shift toward data-driven decision-making. The potential for artificial intelligence and machine learning to automate route scheduling, predict disruptions, and enhance warehouse coordination underscores the ongoing evolution of logistics into an intelligent, adaptive network. As such, investing in scalable, interoperable technologies—tailored to the unique needs of each logistics environment—emerges as a critical strategy for maintaining resilience and competitiveness.

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