

Faster, smarter last-mile delivery across Latin America

How Rastret cut fuel costs and accelerated deployment with HERE and Amazon Web Services.

Industry: Fleet Management, Logistics

Region: Mexico, Central and South America

HERE products used: HERE Tour Planning, HERE Last Mile, HERE Geocoding & Search

Key results



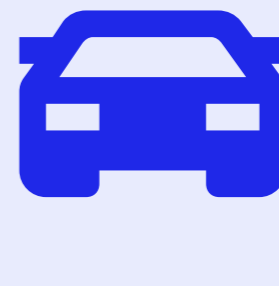
30% faster

implementation by leveraging ready-made routing tools for rapid rollout



16% lower

fuel costs through dynamic, up-to-date route guidance



Expanded driver pool

enabling less experienced drivers to deliver confidently with turn-by turn guidance

Rastret needed

To help its customers optimize delivery routes

Rastret builds customized fleet management software and hardware for logistics operators from Chile to the southern United States, and now in Europe. As home-delivery demand surged across Central and South America, Rastret's customers struggled to find drivers with deep local knowledge.

"Today, even a small local shop has to have a home delivery system," said Miguel Loya, Rastret's CTO. Without real-time routing, drivers unfamiliar with an area wasted time on wrong turns, leading to late deliveries, higher fuel bills and frustrated customers."

"Technology has made the delivery market more dynamic because the local knowledge expertise is no longer needed," Loya added.

To stay competitive, Rastret needed a turnkey location services partner that could plug into its AWS-based back end, deliver enterprise-grade map data and real-time APIs, and scale as its customers grew. It chose HERE for proven global coverage, developer-friendly tools and a track record of supporting logistics innovators.

"There has been exponential growth in the area of delivery, especially the last mile."

Miguel Loya,
CTO, Rastret

Why HERE & AWS?

Real-time precision

Live traffic, weather and construction updates keep drivers on schedule.

Seamless integration

Developer-friendly APIs for fast deployment.

Scalability

HERE's services on AWS automatically expand to meet peak delivery volumes.

HERE delivered

Turn-by-turn route planning with real-time traffic information

Rastret works with AWS and HERE to accelerate its speed to market and time to value. By integrating HERE's truck-specific data, tools and APIs, such as HERE Tour Planning, Rastret's apps now generate optimized, multistop tours that factor in weather, roadwork, geometry and live traffic. This enables Rastret's clients to plan the best routes and react quickly to changes.

"Route predictions are very important today and they involve lots of elements. Having as much up-to-date information as possible allows us to make better decisions. The shortest route is not always the best route," Loya said.



Hosting HERE's location services on AWS infrastructure ensures the security, stability and scalability Rastret's clients expect. Together, HERE's fresh map data and AWS's reliable cloud foundation give Rastret the agility to adapt as delivery volumes grow.

Rastret gained

Faster implementation and lower fuel use

By combining AWS's scalable cloud services and HERE's ready-made location tools, Rastret reduced development effort – shortening project timelines by about 30% – and delivered new routing features months ahead of plan. "Right now, I'm working on a project and the results we're obtaining are about two months ahead of schedule," said Loya.

Rastret's customers now benefit from real-time guidance, achieving an average 16% reduction in fuel use and completing more deliveries per shift, without increasing fleet size. With HERE's location technology and connected-vehicle sensor data from approximately 8,000 vehicles, Rastret has rolled out new analytics services, from driver analysis reports to vehicle performance insights.

"We don't measure delivery times, but our customers complete more deliveries per shift than before using our solutions. It's an increase in efficiency without increasing their fleet."

Miguel Loya,
CTO, Rastret

Want to follow in Rastret's footsteps?

[Get in touch](#) →

About Rastret

Rastret offers solutions that provide precise technological intelligence through personalized options for partners and clients. They are dedicated to the monitoring and location of units, through GPS devices, as well as the development of applications focused on fleet security and logistics.

About HERE Technologies

HERE is the global leader in mapping and location technology. For 40 years, we've been powering innovation for the world's most recognizable companies: from launching our first digital map in 1985, to shaping the future of software-defined vehicles today. With the industry's freshest and richest unified map and a portfolio of products, services and solutions that serve the needs of multiple industries, HERE reveals opportunities that drive progress and unlock new possibilities for every moving vehicle. Discover more at [here.com](#).