Small-Business Grid® Report for Route Planning | Spring 2023

G2

Route Planning Software

Contenders

Leaders

Market Presence

Niche

High Performers

Satisfaction

G2 Grid® Scoring

(Route Planning Software continues on next page)

Route Planning Software (continued)

Route Planning Software Definition

Route planning software manages vehicle routes and schedules to increase driver performance and improve distribution operations. This type of software is used to define, manage, and optimize delivery routes for multiple geographical regions and types of transportation. Route planning is used by schedulers and drivers to exchange information on what needs to be delivered and where, as well as to track delivery performance indicators. Route planning systems are implemented in shipping and transportation departments of companies, but may also be used for field service.

Route planning tools are delivered as a standalone solution, but many supply chain suites and transportation management software tools also include similar features. When provided separately, route planning software integrates with shipping software and field service management software.

To qualify for inclusion in the Route Planning category, a product must:

▶ Provide standard delivery schedules that can be customized by users

▶ Estimate distances and the time needed for different types of deliveries

▶ Optimize routes using GIS information and historical delivery data

▶ Account for constraints that may impact shipments

▶ Allow users to adjust routes and schedules when needed

▶ Include collaboration features for drivers and dispatchers

▶ Track the performance of deliveries and identify bottlenecks

Small-Business Route Planning Grid® Scoring Description

Products shown on the Small-Business Grid® for Route Planning have received a minimum of 10 reviews/ratings in data gathered by March 07, 2023. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: Verizon Connect and Onfleet

▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Skynamo Sales Platform, SimpliRoute, Scribble Maps, SalesRabbit, Route4Me, Routific, Nextbillion.ai, OptimoRoute, and Zeo Route Planner

▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: ArcGIS Navigator

▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: Maptitude, Tookan, Google Routes, Workwave Route Manager, and Geopointe

Grid® Scores for Small-Business Route Planning Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Small-Business Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Verizon Connect	223	83	99	91
Onfleet	61	92	60	76

High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
Skynamo Sales Platform	57	93	41	67
SimpliRoute	14	85	34	59
Scribble Maps	37	74	39	56
SalesRabbit	23	69	36	52
Route4Me	18	61	42	51
Routific	20	60	32	46
Nextbillion.ai	15	65	19	42
OptimoRoute	19	55	21	38
Zeo Route Planner	14	53	6	29

Contenders

	# of Reviews	Satisfaction	Market Presence	G2 Score
ArcGIS Navigator	10	6	54	30

Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
Maptitude	25	47	48	47
Tookan	39	30	46	38
Google Routes	10	30	34	32
Workwave	29	15	41	28
Geopointe	28	28	14	21

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Route Planning category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Segmented Grid® Scoring Methodology

When viewing a Grid® by segment size, the same Grid® scoring methodology applies. However, the review data used is only from reviewers who are employed by a company within a particular company segment.

G2 uses the following definitions for company segments:

▶ Small-Business Review: A review from someone who works at a company with 50 or fewer employees

▶ Mid-Market Review: A review from someone who works at a company with 51-1,000 employees

▶ Enterprise Review: A review from someone who works at a company with 1,001+ employees

Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Small-Business Grid® Report for Route Planning | Spring 2023 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through March 07, 2023. To view the Route Planning Grid® with the most recent data, please visit the Route Planning page.

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

▶ Customer satisfaction with end user-focused product attributes based on user reviews

▶ Popularity and statistical significance based on the number of reviews received by G2

▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)

▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)

▶ Customers' satisfaction with administration-specific product attributes based on user reviews

▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

(Grid® Methodology continues on next page)

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Grid® Methodology (continued)

Market Presence

The Market Presence score is affected by the following (in order of importance):

▶ Market presence is a combination of 15 metrics from G2's reviews, publicly available information, and third-party sources

▶ Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

Criteria	Measured For		Metrics
	Product	**Seller**	
Number of Employees	✓	✓	Employee Count (based on social networks and public sources)
Reviews	✓		Review Count (weighted by recency)
Web Presence	✓	✓	
Social Presence	✓	✓	
Growth	✓	✓	Employee Growth, Web Presence Growth
Seller Age		✓	
Employee Satisfaction and Engagement		✓	

▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment

▶ The scores are then scaled from 0-100

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

(Grid® Methodology continues on next page)

Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through March 07, 2023. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

G2 may occasionally offer incentives for honest reviews to help us gather a full and accurate data set. These incentives are offered as thank-yous for approved reviews. Incentives are never conditioned upon the substance of the review, positive or negative. Each such incentivized review is disclosed with an "Incentivized Review" banner.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to suggest its addition to our Route Planning category.

Product Profiles

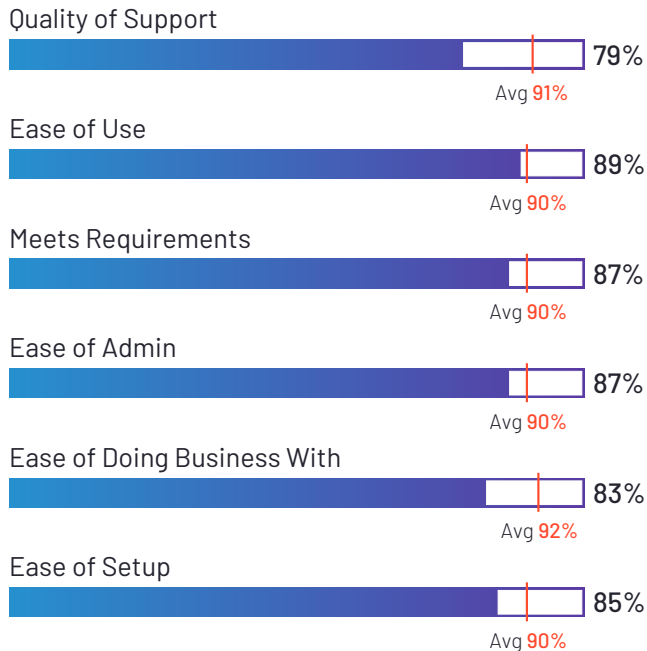Product profiles and detailed charts are included for products with 10 or more reviews.

Verizon Connect

3.9 ★★★★☆ (926)

Leader
Small Business
SPRING
2023

Verizon Connect has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Verizon Connect has the largest Market Presence among products in Route Planning. 84% of users rated it 4 or 5 stars, 77% of users believe it is headed in the right direction, and users said they would be likely to recommend Verizon Connect at a rate of 82%. Verizon Connect is also in the Fleet Management, Field Service Management, and Fleet Tracking categories.

Satisfaction Ratings

Quality of Support — 79%
Avg 91%

Ease of Use — 89%
Avg 90%

Meets Requirements — 87%
Avg 90%

Ease of Admin — 87%
Avg 90%

Ease of Doing Business With — 83%
Avg 92%

Ease of Setup — 85%
Avg 90%

Top Industries Represented

Industry	Count
Construction	62
Transportation/Trucking/Railroad	40
Consumer Services	13
Facilities Services	11
Oil & Energy	9

Highest-Rated Features

ETA — 90%
Avg 92%

Real Time — 89%
Avg 91%

Productivity — 88%
Avg 91%

Lowest-Rated Features

Adjustments — 85%
Avg 89%

Constraints — 85%
Avg 88%

Default Routes — 86%
Avg 88%

Ownership
Verizon Connect

HQ Location
Atlanta, GA

Total Revenue
$126,034 (USD MM)

Employees (Listed On Linkedin)
2,736

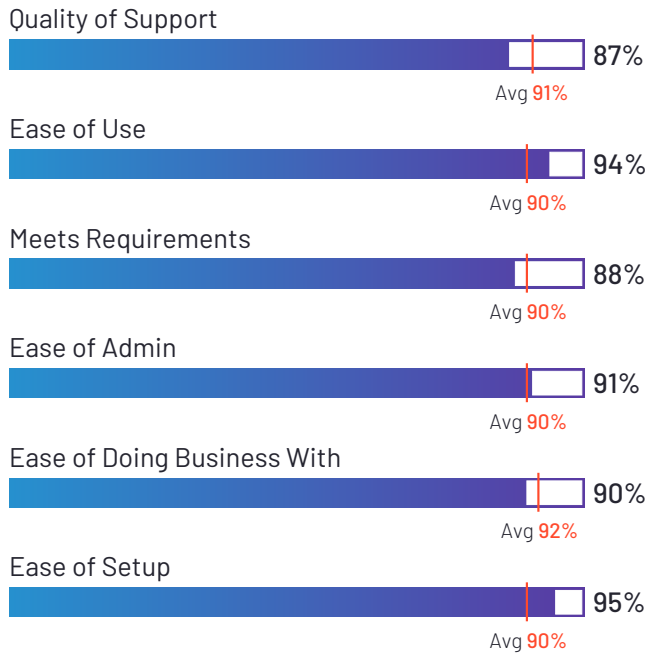**Company Website**
verizonconnect.com

Onfleet

4.6 ★★★★½ (117)

Onfleet has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Onfleet at a rate of 91%. Onfleet is also in the Last Mile Delivery, Fleet Tracking, Fleet Management, Restaurant Delivery/Takeout, and Grocery Delivery categories.

Satisfaction Ratings

Quality of Support — 87%
Avg 91%

Ease of Use — 94%
Avg 90%

Meets Requirements — 88%
Avg 90%

Ease of Admin — 91%
Avg 90%

Ease of Doing Business With — 90%
Avg 92%

Ease of Setup — 95%
Avg 90%

Top Industries Represented

● Food & Beverages	11
● Package/ Freight Delivery	8
● Alternative Medicine	7
● Logistics and Supply Chain	5
● Retail	5

Highest-Rated Features

Performance — 94%
Avg 90%

Master Routing — 94%
Avg 92%

Real Time — 93%
Avg 91%

Lowest-Rated Features

Constraints — 87%
Avg 88%

Adjustments — 87%
Avg 89%

Priorities — 88%
Avg 89%
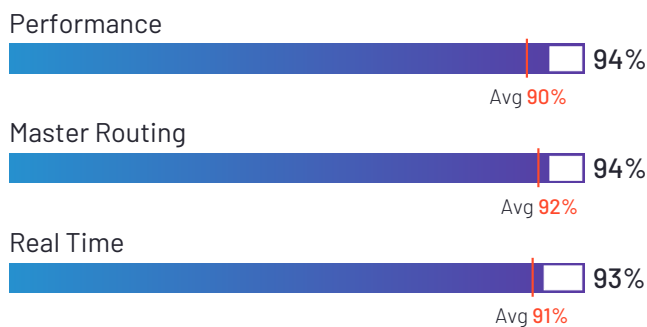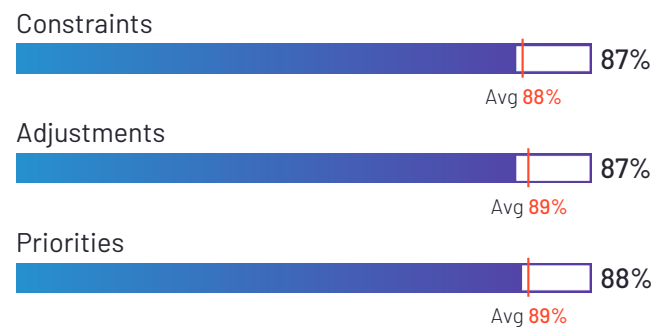
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Onfleet	San Francisco, CA	2015	99	onfleet.com

Skynamo Sales Platform

4.5 ★★★★☆ (134)

High Performer Small Business SPRING 2023

Skynamo Sales Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of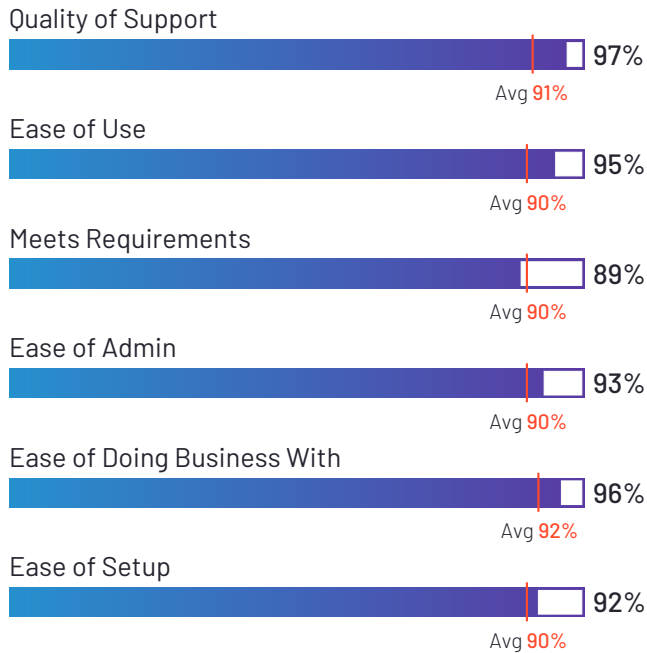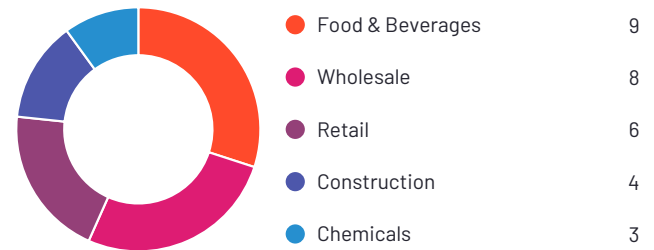 the category. Skynamo Sales Platform received the highest Satisfaction score among products in Route Planning. 96% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Skynamo Sales Platform at a rate of 91%. Skynamo Sales Platform is also in the Field Sales, Sales Performance Management, and Retail Distributed Order Management Systems categories.

Satisfaction Ratings

Quality of Support — 97% — Avg **91%**

Ease of Use — 95% — Avg **90%**

Meets Requirements — 89% — Avg **90%**

Ease of Admin — 93% — Avg **90%**

Ease of Doing Business With — 96% — Avg **92%**

Ease of Setup — 92% — Avg **90%**

Top Industries Represented

● Food & Beverages	9
● Wholesale	8
● Retail	6
● Construction	4
● Chemicals	3

Highest-Rated Features

Dynamic Routing — 97% — Avg **91%**

Real Time — 96% — Avg **91%**

ETA — 95% — Avg **92%**

Lowest-Rated Features

Default Routes — 89% — Avg **88%**

Productivity — 90% — Avg **91%**

Constraints — 90% — Avg **88%**
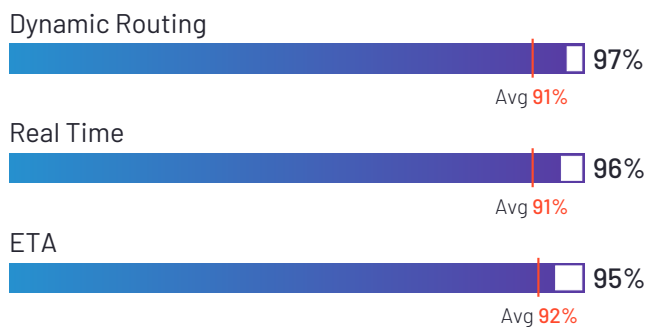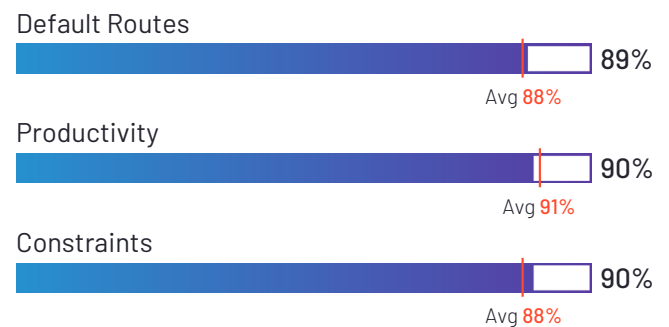
Ownership
Skynamo

HQ Location
Columbus, Ohio

Year Founded
2012

Employees (Listed On Linkedin)
88

Company Website
skynamo.com

SimpliRoute

4.8 ★★★★★ (22)

High Performer
Small Business
SPRING 2023

SimpliRoute has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend SimpliRoute at a rate of 97%.

Satisfaction Ratings

Quality of Support
96%
Avg 91%

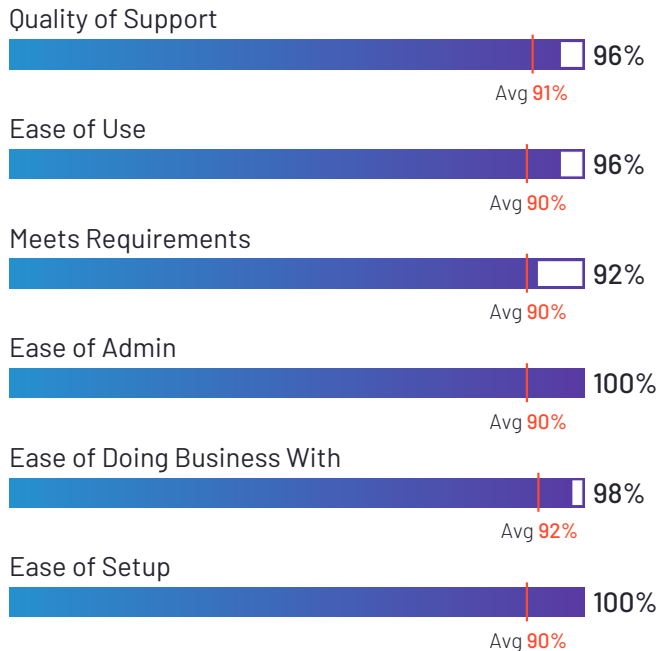**Ease of Use**
96%
Avg 90%

Meets Requirements
92%
Avg 90%

Ease of Admin
100%
Avg 90%

Ease of Doing Business With
98%
Avg 92%

Ease of Setup
100%
Avg 90%

Top Industries Represented

Industry	Count
Food & Beverages	4
Consumer Goods	3
Logistics and Supply Chain	3
Civil Engineering	1
Package/ Freight Delivery	1

Highest-Rated Features

Productivity
100%
Avg 91%

Time & Costs
98%
Avg 90%

Performance
96%
Avg 90%

Lowest-Rated Features

Constraints
82%
Avg 88%

Real Time
90%
Avg 91%

Adjustments
92%
Avg 89%

Ownership
Simpliroute

HQ Location
Providencia, Region Metropolitana de Santiago

Year Founded
2014

Employees (Listed On Linkedin)
162

Company Website
simpliroute.com

Scribble Maps

4.7 ★★★★½ (108)

High Performer
Small Business
SPRING 2023

Scribble Maps has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 95% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Scribble Maps at a rate of 94%. Scribble Maps is also in the Location Intelligence and GIS categories.
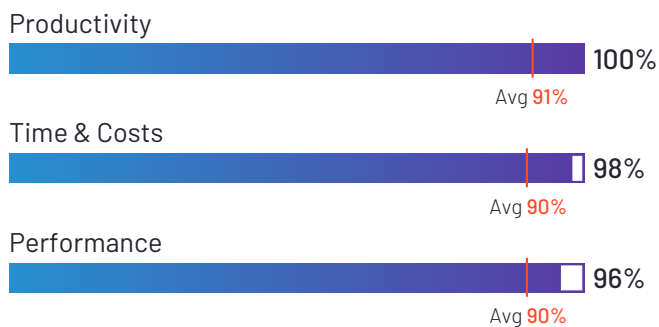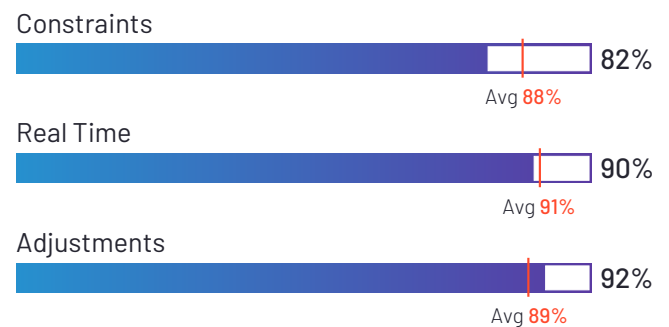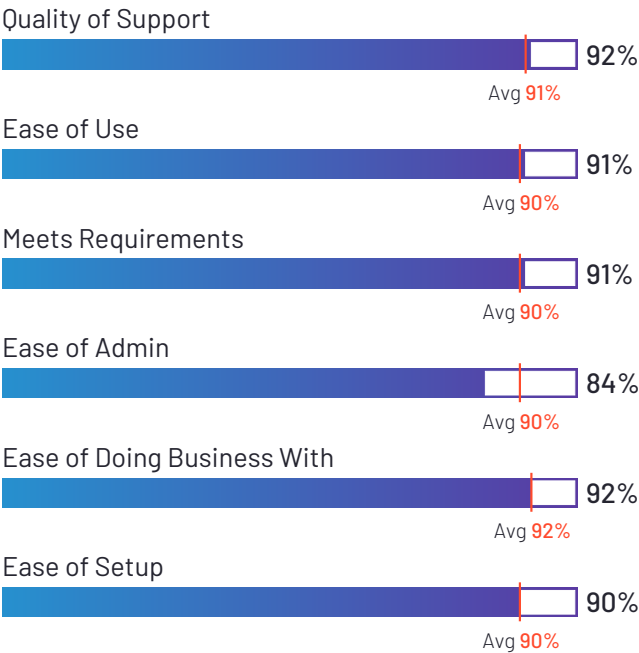
Satisfaction Ratings

Quality of Support
92%
Avg 91%

Ease of Use
91%
Avg 90%

Meets Requirements
91%
Avg 90%

Ease of Admin
84%
Avg 90%

Ease of Doing Business With
92%
Avg 92%

Ease of Setup
90%
Avg 90%

Top Industries Represented

● Real Estate	4
● Commercial Real Estate	3
● Entertainment	3
● Architecture & Planning	2
● Education Management	2

Highest-Rated Features

Dynamic Routing
98%
Avg 91%

Lowest-Rated Features

Priorities
87%
Avg 89%

Ownership
Scribble Maps

Year Founded
2009

Employees (Listed On Linkedin)
6

Company Website
scribblemaps.com

SalesRabbit

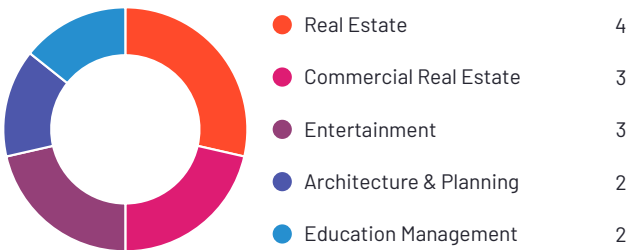**4.5** ★★★★☆ (297)

High Performer
Small Business
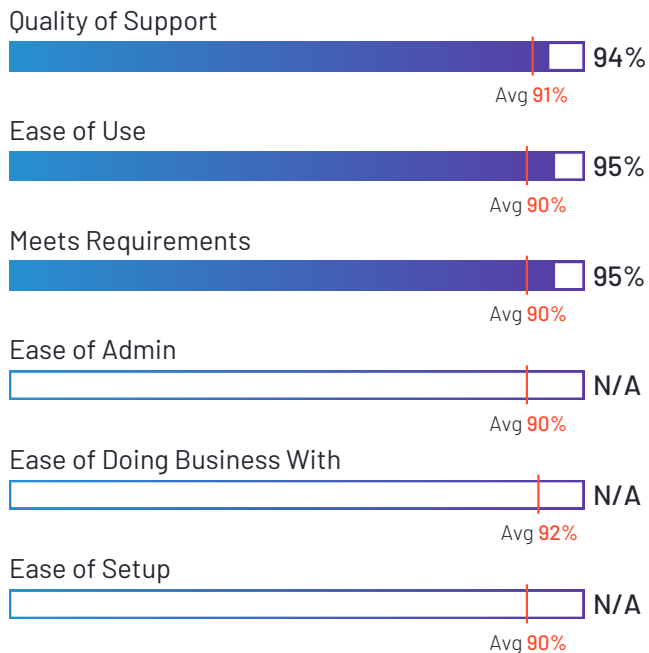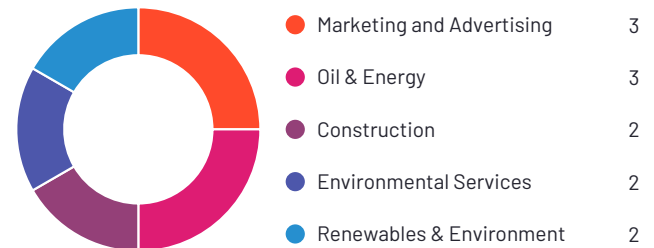SPRING 2023

SalesRabbit has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 96% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend SalesRabbit at a rate of 93%. SalesRabbit is also in the Location Intelligence, Field Sales, Pest Control, and Sales Performance Management categories.

Satisfaction Ratings

Quality of Support
94%
Avg **91%**

Ease of Use
95%
Avg **90%**

Meets Requirements
95%
Avg **90%**

Ease of Admin
N/A
Avg **90%**

Ease of Doing Business With
N/A
Avg **92%**

Ease of Setup
N/A
Avg **90%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Marketing and Advertising	3
● Oil & Energy	3
● Construction	2
● Environmental Services	2
● Renewables & Environment	2

Highest-Rated Features

Priorities
95%
Avg **89%**

Route Assignment
95%
Avg **91%**

Productivity
94%
Avg **91%**

Lowest-Rated Features

Real Time
86%
Avg **91%**

Master Schedule
89%
Avg **92%**

Adjustments
90%
Avg **89%**
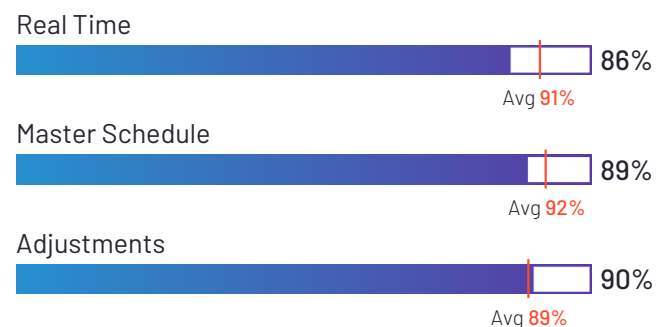
Ownership
SalesRabbit

HQ Location
Lehi, UT

Year Founded
2013

Employees (Listed On Linkedin)
118

Company Website
salesrabbit.com

Route4Me

4.6 ★★★★⯨ (26)

High Performer
Small Business
SPRING 2023

Route4Me has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 94% of users rated it 4 or 5 stars, 62% of users believe it is headed in the right direction, and users said they would be likely to recommend Route4Me at a rate of 93%. Route4Me is also in the Last Mile Delivery, Fleet Tracking, Fleet Management, and Field Service Management categories.

Satisfaction Ratings

Quality of Support
95%
Avg 91%

Ease of Use
93%
Avg 90%

Meets Requirements
88%
Avg 90%

Ease of Admin
90%
Avg 90%

Ease of Doing Business With
88%
Avg 92%

Ease of Setup
90%
Avg 90%

Top Industries Represented

● Package/ Freight Delivery	4
● Retail	2
● Biotechnology	1
● Consumer Services	1
● Hospital & Health Care	1

Highest-Rated Features

ETA
97%
Avg 92%

Master Schedule
95%
Avg 92%

Master Routing
95%
Avg 92%

Lowest-Rated Features

Time & Costs
79%
Avg 90%

Dynamic Routing
83%
Avg 91%

Priorities
86%
Avg 89%
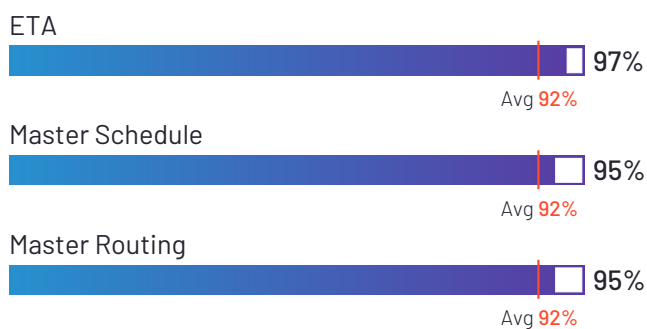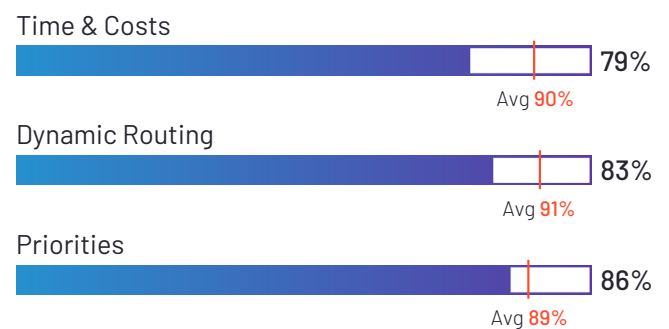
Ownership
Route4Me Inc

HQ Location
Tampa, Florida

Year Founded
2009

Employees (Listed On Linkedin)
82

Company Website
route4me.com

Routific

4.6 ★★★★½ (24)

High Performer — Small Business — SPRING 2023
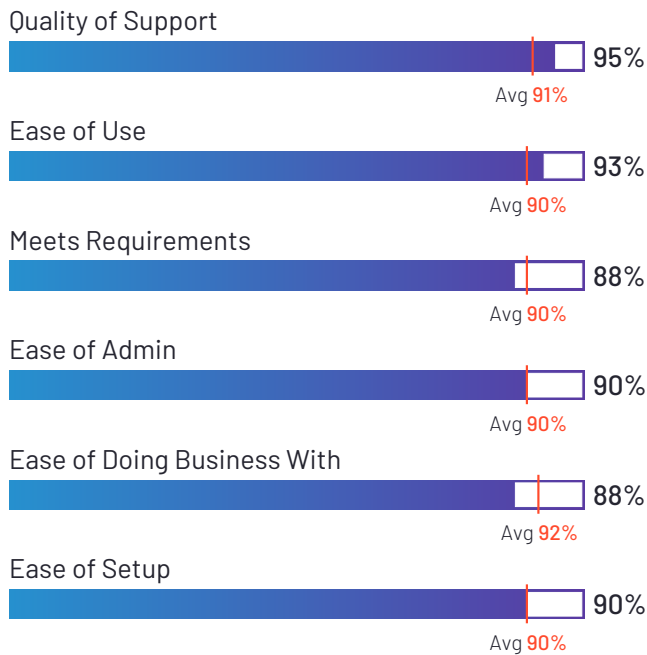
Routific has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Routific at a rate of 93%. Routific is also in the Grocery Delivery and Last Mile Delivery categories.

Satisfaction Ratings

Quality of Support
97%
Avg 91%

Ease of Use
90%
Avg 90%

Meets Requirements
91%
Avg 90%

Ease of Admin
90%
Avg 90%

Ease of Doing Business With
95%
Avg 92%

Ease of Setup
94%
Avg 90%

Top Industries Represented

● Food & Beverages	5
● Food Production	3
● Transportation/Trucking/Railroad	2
● Wholesale	2
● Alternative Medicine	1

Highest-Rated Features

Master Schedule
98%
Avg 92%

Master Routing
98%
Avg 92%

Constraints
97%
Avg 88%

Lowest-Rated Features

ETA
84%
Avg 92%

Default Routes
87%
Avg 88%

Adjustments
90%
Avg 89%
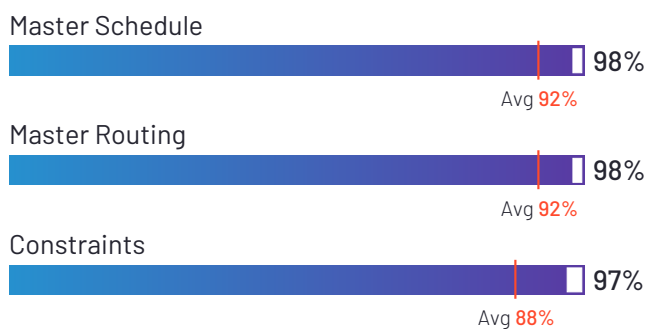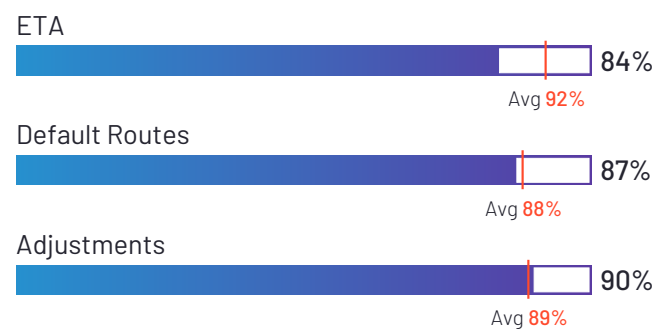
Ownership
Routific

HQ Location
British Columbia, Canada

Year Founded
2012

Employees (Listed On Linkedin)
30

Company Website
routific.com

Nextbillion.ai

4.7 ★★★★⯪ (30)

High Performer Small Business SPRING 2023

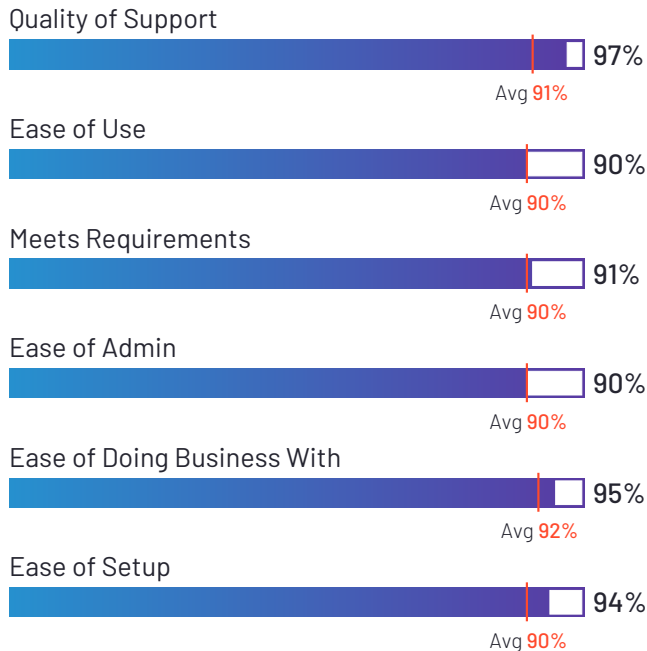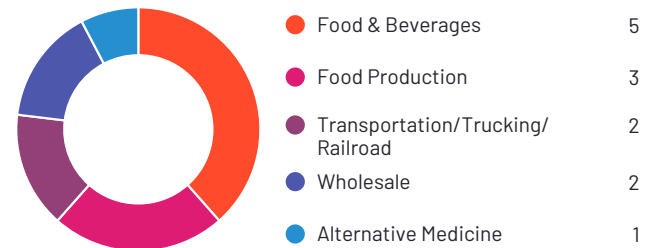Nextbillion.ai has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Nextbillion.ai at a rate of 95%. Nextbillion.ai is also in the GIS, Last Mile Delivery, and Location Intelligence categories.

Satisfaction Ratings

Quality of Support
94%
Avg **91%**

Ease of Use
90%
Avg **90%**

Meets Requirements
94%
Avg **90%**

Ease of Admin
N/A
Avg **90%**

Ease of Doing Business With
N/A
Avg **92%**

Ease of Setup
N/A
Avg **90%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Food & Beverages	4
● Computer Software	3
● Logistics and Supply Chain	3
● Civil Engineering	1
● Consumer Goods	1

Ownership
Nextbillion.ai

HQ Location
Marina South, Singapore

Year Founded
2019

Employees (Listed On Linkedin)
114

Company Website
nextbillion.ai

OptimoRoute
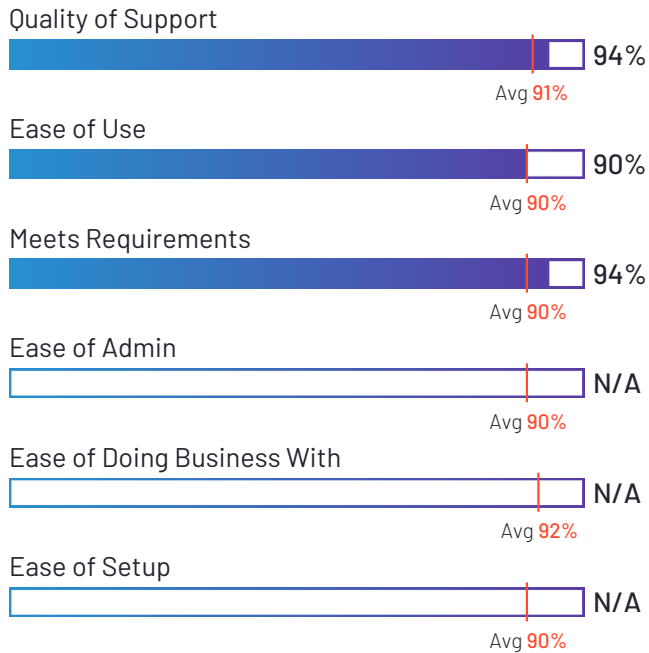
4.8 ★★★★★ (28)

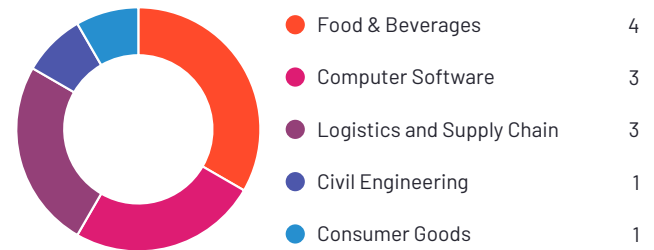OptimoRoute has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend OptimoRoute at a rate of 98%. OptimoRoute is also in the Field Service Management category.

Satisfaction Ratings

Quality of Support
99%
Avg 91%

Ease of Use
92%
Avg 90%

Meets Requirements
90%
Avg 90%

Ease of Admin
95%
Avg 90%

Ease of Doing Business With
98%
Avg 92%

Ease of Setup
97%
Avg 90%

Top Industries Represented

● Food & Beverages	7
● Real Estate	2
● Retail	2
● Automotive	1
● Building Materials	1

Highest-Rated Features

Adjustments
95%
Avg 89%

Dynamic Routing
94%
Avg 91%

Real Time
94%
Avg 91%

Lowest-Rated Features

ETA
89%
Avg 92%

Time & Costs
90%
Avg 90%

Constraints
91%
Avg 88%
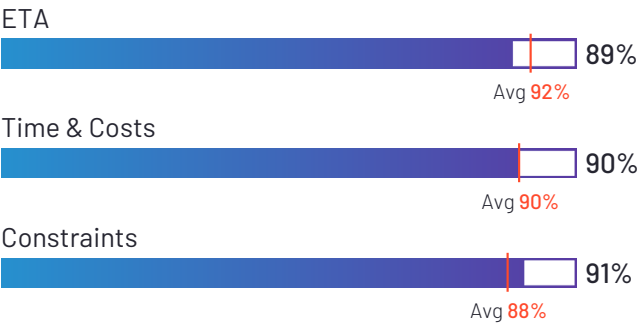
Ownership
OptimoRoute

HQ Location
Palo Alto

Year Founded
2012

Employees (Listed On Linkedin)
36

Company Website
optimoroute.com

Zeo Route Planner

4.7 ★★★★⯪ (17)

High Performer
Small Business
SPRING 2023

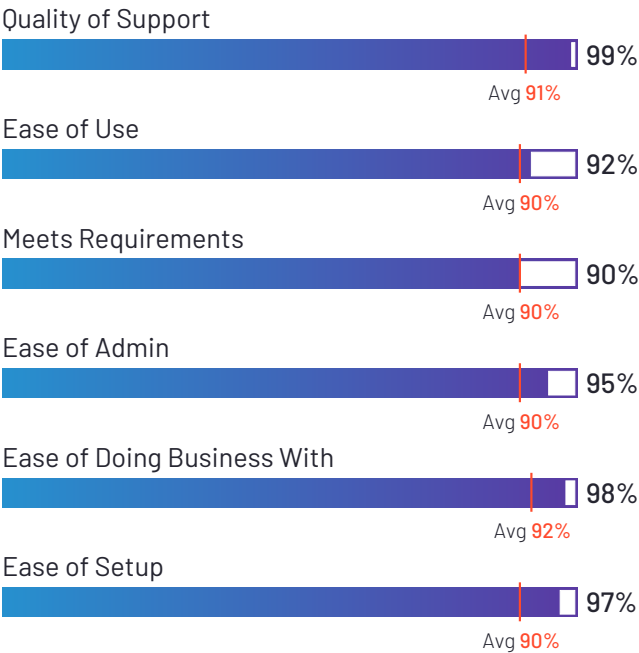Zeo Route Planner has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Zeo Route Planner at a rate of 93%.

Satisfaction Ratings

Quality of Support
88%
Avg 91%

Ease of Use
88%
Avg 90%

Meets Requirements
95%
Avg 90%

Ease of Admin
N/A
Avg 90%

Ease of Doing Business With
N/A
Avg 92%

Ease of Setup
N/A
Avg 90%

*N/A is displayed when fewer than five responses were received for the question.
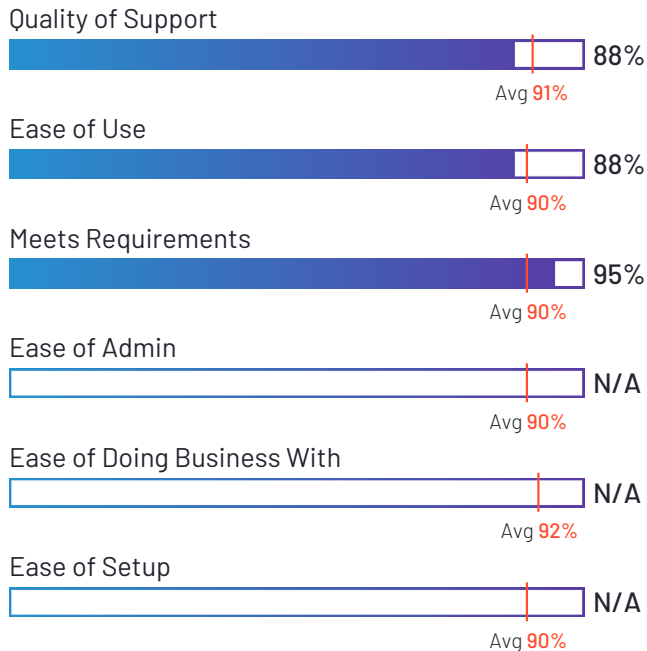
Top Industries Represented

●	Package/ Freight Delivery	4
●	Food & Beverages	2
●	Computer Software	1
●	Health, Wellness and Fitness	1
●	Information Technology and Services	1

Highest-Rated Features

Productivity
100%
Avg 91%

ETA
100%
Avg 92%

Time & Costs
97%
Avg 90%

Lowest-Rated Features

Adjustments
83%
Avg 89%

Default Routes
86%
Avg 88%

Master Routing
94%
Avg 92%
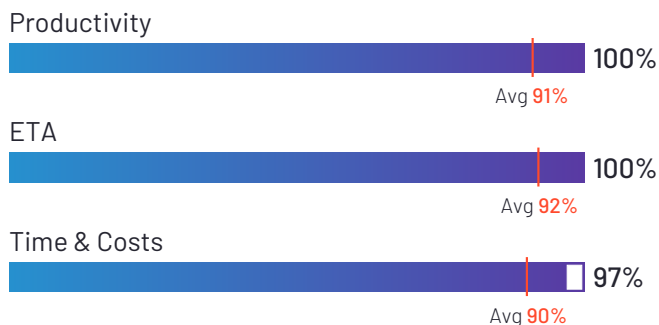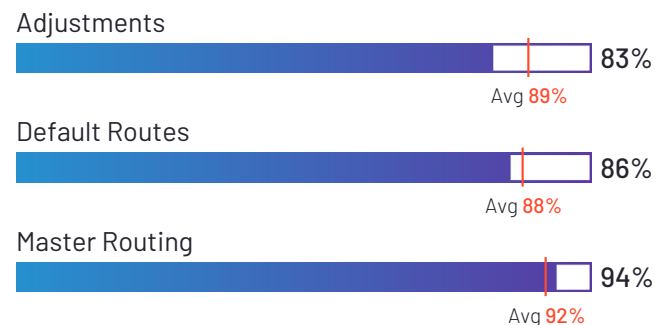
Ownership
Expronto
Technologies, Inc.

HQ Location
Mountain View, CA

Year Founded
2019

Employees (Listed On Linkedin)
16

Company Website
zeorouteplanner.com

ArcGIS Navigator

4.0 ★★★★☆ (38)

ArcGIS Navigator has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend ArcGIS Navigator at a rate of 84%. ArcGIS Navigator is also in the GIS category.

Satisfaction Ratings
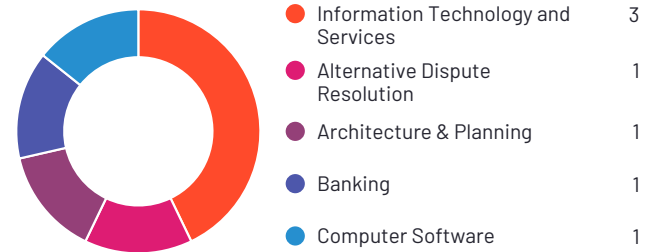
Quality of Support
95%
Avg **91%**

Ease of Use
76%
Avg **90%**

Meets Requirements
81%
Avg **90%**

Ease of Admin
N/A
Avg **90%**

Ease of Doing Business With
N/A
Avg **92%**

Ease of Setup
N/A
Avg **90%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

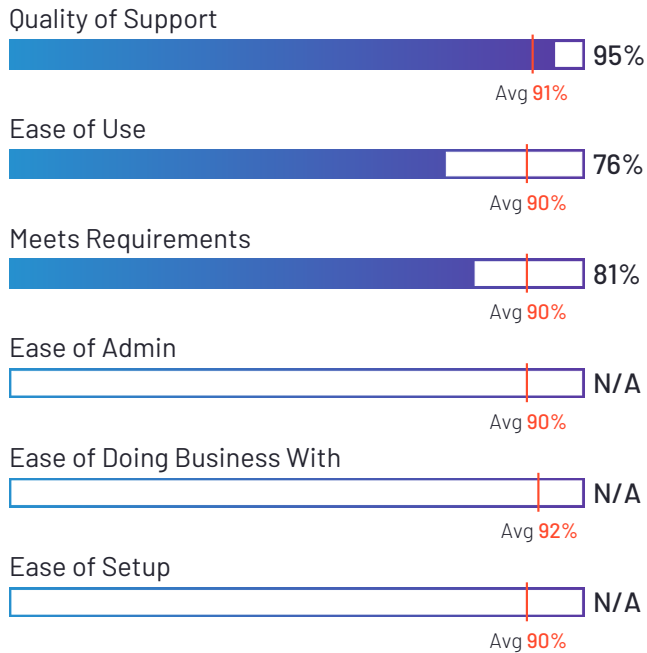|	
● Information Technology and Services	3
● Alternative Dispute Resolution	1
● Architecture & Planning	1
● Banking	1
● Computer Software	1

Ownership
Esri

HQ Location
Redlands, CA

Year Founded
1969

Employees (Listed On Linkedin)
6,241

Company Website
www.esri.com

Maptitude

4.7 ★★★★½ (127)

Maptitude has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 96% of users believe it is headed in the right direction, and users said they would be likely to recommend Maptitude at a rate of 96%. Maptitude is also in the Field Sales, GIS, and Location Intelligence categories.

Satisfaction Ratings

Quality of Support
90%
Avg 91%

Ease of Use
89%
Avg 90%

Meets Requirements
93%
Avg 90%

Ease of Admin
91%
Avg 90%

Ease of Doing Business With
96%
Avg 92%

Ease of Setup
86%
Avg 90%

Top Industries Represented

Industry	Count
Government Administration	3
Information Technology and Services	3
Logistics and Supply Chain	3
Marketing and Advertising	3
Real Estate	3

Ownership
Caliper

HQ Location
Newton, MA

Year Founded
1983

Employees (Listed On Linkedin)
38

Company Website
caliper.com

Tookan

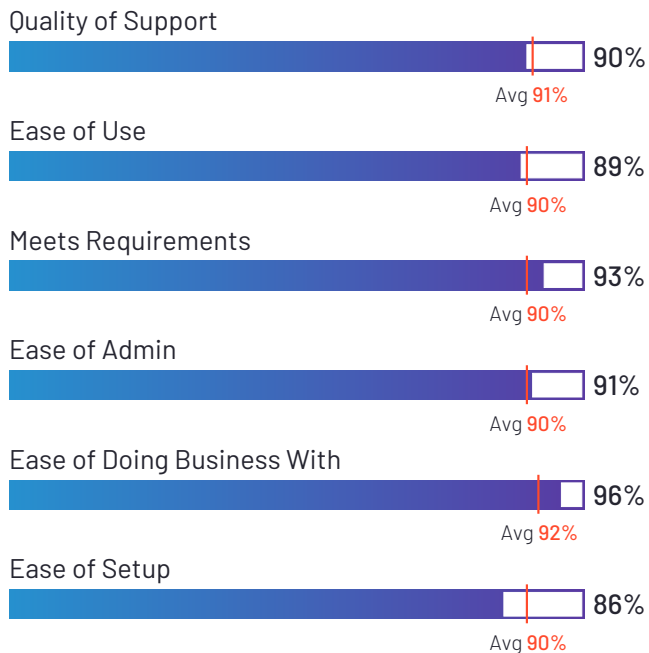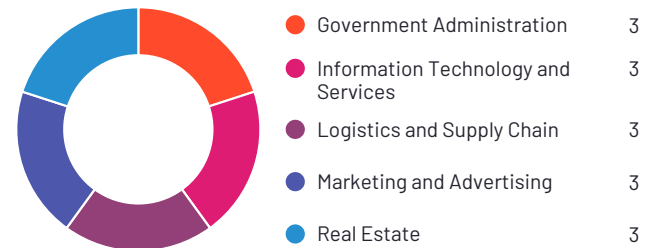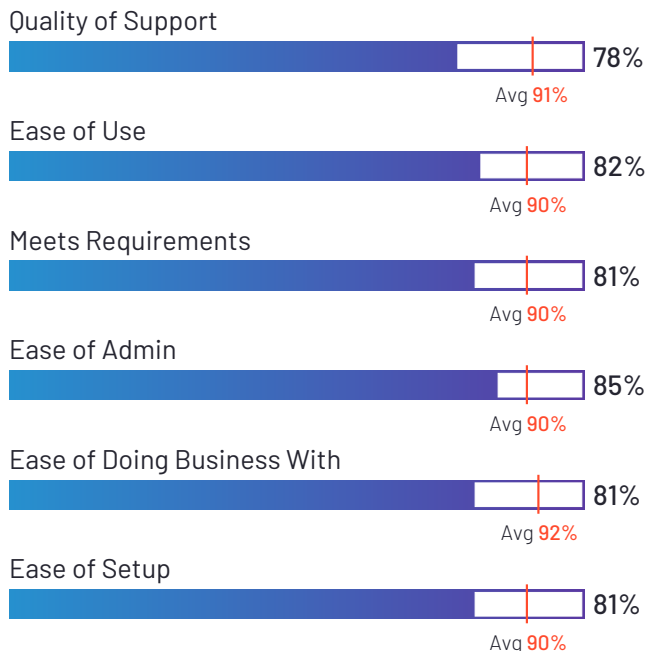**4.3** ★★★★½ (129)

Tookan has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 77% of users rated it 4 or 5 stars, 77% of users believe it is headed in the right direction, and users said they would be likely to recommend Tookan at a rate of 80%. Tookan is also in the Last Mile Delivery, Fleet Tracking, and Fleet Management categories.

Satisfaction Ratings

Quality of Support — 78%
Avg 91%

Ease of Use — 82%
Avg 90%

Meets Requirements — 81%
Avg 90%

Ease of Admin — 85%
Avg 90%

Ease of Doing Business With — 81%
Avg 92%

Ease of Setup — 81%
Avg 90%

Top Industries Represented

Food & Beverages	9
Package/ Freight Delivery	9
Logistics and Supply Chain	6
Retail	4
Transportation/Trucking/ Railroad	3

Highest-Rated Features

Route Assignment — 86%
Avg 91%

Master Routing — 84%
Avg 92%

Master Schedule — 84%
Avg 92%

Lowest-Rated Features

Constraints — 76%
Avg 88%

Performance — 78%
Avg 90%

Time & Costs — 78%
Avg 90%
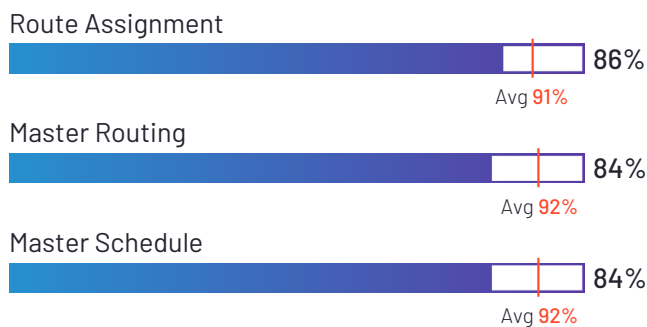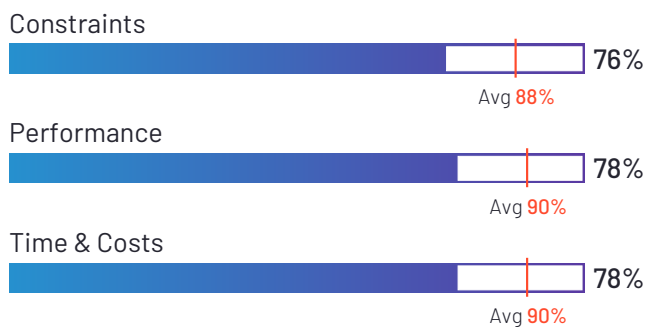
Ownership
Jungleworks

HQ Location
Tampa, Florida

Year Founded
2011

Employees (Listed On Linkedin)
316

Company Website
jungleworks.com

Google Routes

4.2 ★★★★☆ (15)

Google Routes has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 80% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Google Routes at a rate of 82%.

Satisfaction Ratings

Quality of Support
86%
Avg **91%**

Ease of Use
97%
Avg **90%**

Meets Requirements
100%
Avg **90%**

Ease of Admin
N/A
Avg **90%**

Ease of Doing Business With
N/A
Avg **92%**

Ease of Setup
N/A
Avg **90%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Computer Software	1
● Consumer Goods	1
● Consumer Services	1
● Design	1
● Education Management	1

Ownership
Google

HQ Location
Mountain View, CA

Year Founded
1998

Total Revenue
$182,527 (USD MM)

Employees (Listed On Linkedin)
326,537

Company Website
cloud.google.com

Workwave Route Manager

4.3 ★★★★½ **(44)**

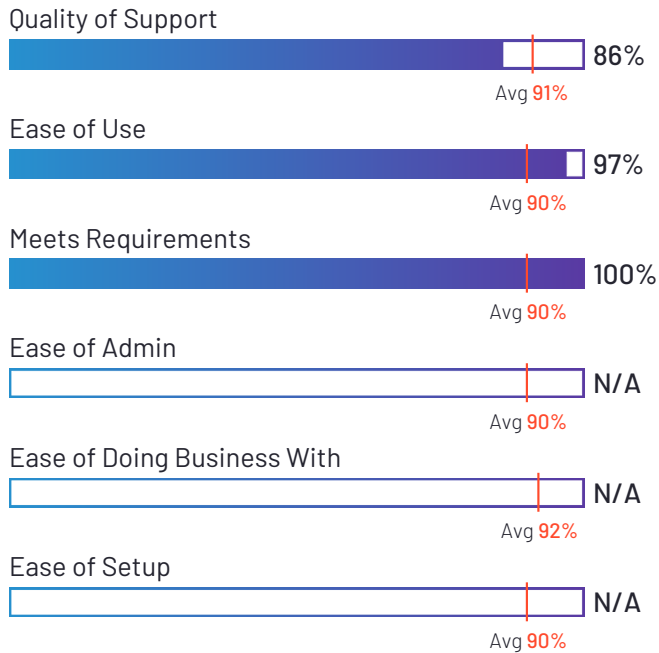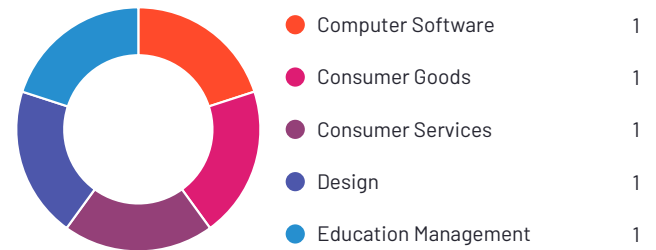Workwave Route Manager has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 97% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Workwave at a rate of 88%. Workwave is also in the Last Mile Delivery category.

Satisfaction Ratings

Quality of Support
93%
Avg **91%**

Ease of Use
88%
Avg **90%**

Meets Requirements
85%
Avg **90%**

Ease of Admin
85%
Avg **90%**

Ease of Doing Business With
92%
Avg **92%**

Ease of Setup
80%
Avg **90%**

Top Industries Represented

● Food & Beverages	5
● Automotive	2
● Business Supplies and Equipment	2
● Environmental Services	2
● Information Technology and Services	2
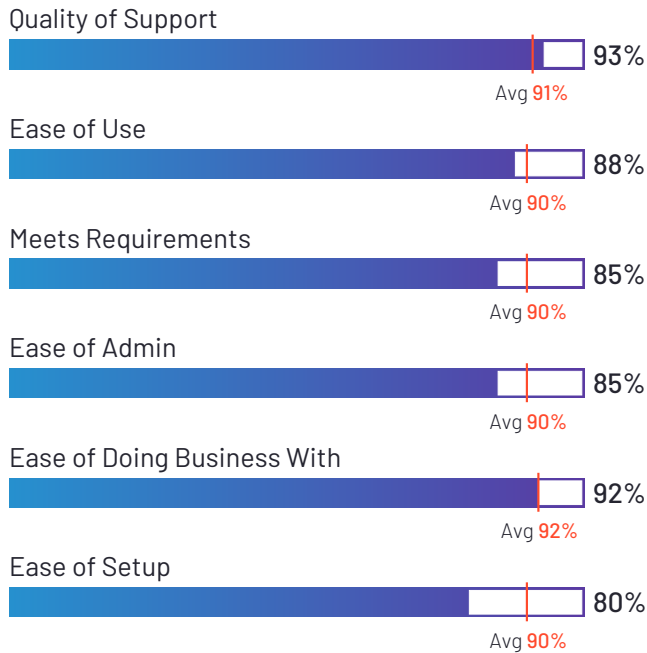
Ownership
WorkWave

HQ Location
Holmdel, NJ

Year Founded
1984

Employees (Listed On Linkedin)
461

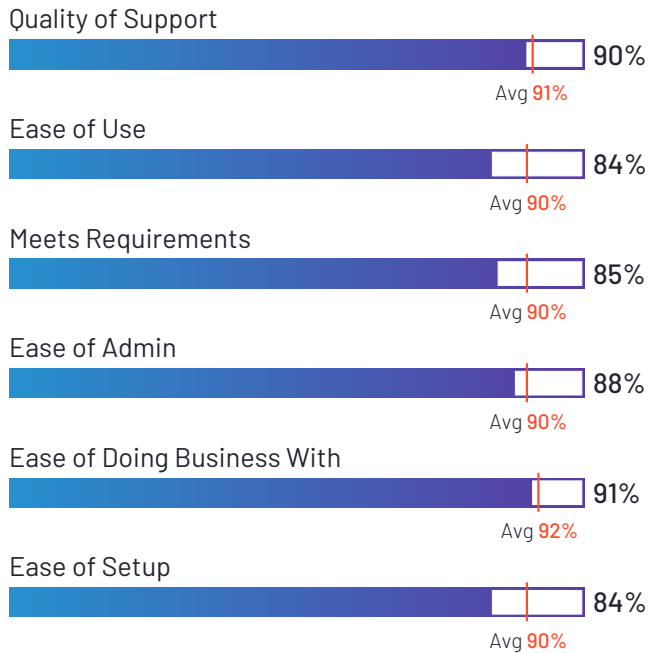**Company Website**
workwave.com

Geopointe

4.3 ★★★★½ (280)

Geopointe has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 84% of users believe it is headed in the right direction, and users said they would be likely to recommend Geopointe at a rate of 87%. Geopointe is also in the Field Sales, GIS, Salesforce AppExchange Apps, Field Service Management, and Location Intelligence categories.

Satisfaction Ratings

Quality of Support
90%
Avg **91%**

Ease of Use
84%
Avg **90%**

Meets Requirements
85%
Avg **90%**

Ease of Admin
88%
Avg **90%**

Ease of Doing Business With
91%
Avg **92%**

Ease of Setup
84%
Avg **90%**

Top Industries Represented

● Financial Services	4
● Medical Devices	3
● Telecommunications	3
● Food & Beverages	2
● Hospital & Health Care	2

Highest-Rated Features

ETA
91%
Avg **92%**

Real Time
89%
Avg **91%**

Master Schedule
89%
Avg **92%**

Lowest-Rated Features

Master Routing
83%
Avg **92%**

Productivity
84%
Avg **91%**

Default Routes
85%
Avg **88%**
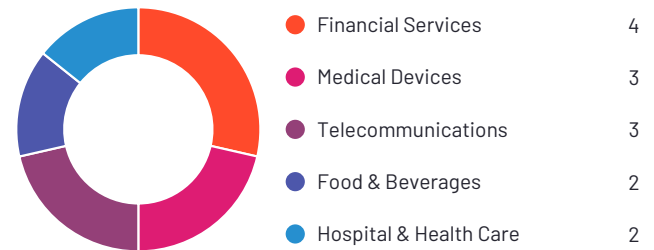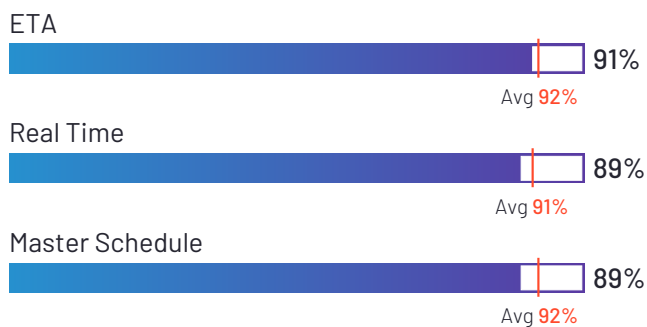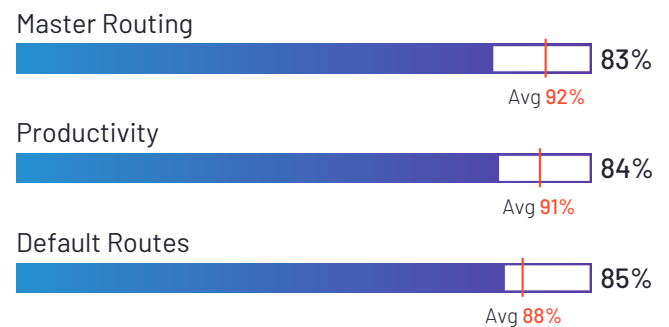
Ownership
Ascent Cloud

HQ Location
Detroit, Michigan

Employees (Listed On Linkedin)
74

Company Website
ascentcloud.io

Satisfaction Ratings for Route Planning

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Verizon Connect	82%	77%	87%	87%	83%	79%	85%	89%	44
Onfleet	91%	91%	88%	91%	90%	87%	95%	94%	72
Skynamo Sales Platform	91%	94%	89%	93%	96%	97%	92%	95%	68
SimpliRoute	97%	100%	92%	100%	98%	96%	100%	96%	85
Scribble Maps	94%	92%	91%	84%	92%	92%	90%	91%	72
SalesRabbit	93%	87%	95%	N/A	N/A	94%	N/A	95%	78
Route4Me	93%	62%	88%	90%	88%	95%	90%	93%	72
Routific	93%	94%	91%	90%	95%	97%	94%	90%	80
Nextbillion.ai	95%	100%	94%	N/A	N/A	94%	N/A	90%	86
OptimoRoute	98%	93%	90%	95%	98%	99%	97%	92%	94
Zeo Route Planner	93%	100%	95%	N/A	N/A	88%	N/A	88%	78
ArcGIS Navigator	84%	80%	81%	N/A	N/A	95%	N/A	76%	40
Maptitude	96%	96%	93%	91%	96%	90%	86%	89%	92
Tookan	80%	77%	81%	85%	81%	78%	81%	82%	38
Google Routes	82%	100%	100%	N/A	N/A	86%	N/A	97%	50
Workwave	88%	88%	85%	85%	92%	93%	80%	88%	55
Geopointe	87%	84%	85%	88%	91%	90%	84%	84%	42
Average	90%	89%	90%	90%	92%	91%	90%	90%	67

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Feature Comparison for Route Planning

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Routing

	Master Routing	Default Routes	Route Assignment
Verizon Connect	87%	86%	86%
Onfleet	94%	89%	91%
Skynamo Sales Platform	92%	89%	92%
SimpliRoute	96%	93%	94%
Scribble Maps			
SalesRabbit	91%		95%
Route4Me	95%	91%	N/A
Routific	98%	87%	92%
Nextbillion.ai	N/A	N/A	N/A
OptimoRoute	93%	91%	92%
Zeo Route Planner	94%	86%	94%
ArcGIS Navigator	N/A	N/A	N/A
Maptitude	N/A	N/A	N/A
Tookan	84%	79%	86%
Google Routes	N/A	N/A	N/A
Workwave	N/A	N/A	N/A
Geopointe	83%	85%	88%
Average	92%	88%	91%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Route Planning (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Scheduling

	Master Schedule	Constraints	Adjustments	ETA
Verizon Connect	86%	85%	85%	90%
Onfleet	92%	87%	87%	92%
Skynamo Sales Platform	92%	90%	92%	95%
SimpliRoute	93%	82%	92%	95%
Scribble Maps				
SalesRabbit	89%	92%	90%	
Route4Me	95%	94%	94%	97%
Routific	98%	97%	90%	84%
Nextbillion.ai	N/A	N/A	N/A	N/A
OptimoRoute	94%	91%	95%	89%
Zeo Route Planner	94%	N/A	83%	100%
ArcGIS Navigator	N/A	N/A	N/A	N/A
Maptitude	N/A	N/A	N/A	N/A
Tookan	84%	76%	81%	82%
Google Routes	N/A	N/A	N/A	N/A
Workwave	N/A	N/A	N/A	N/A
Geopointe	89%	86%	85%	91%
Average	92%	88%	89%	91%

(Feature Comparison for Route Planning continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Route Planning (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Optimization

	Priorities	Real Time	Dynamic Routing
Verizon Connect	86%	89%	86%
Onfleet	88%	93%	91%
Skynamo Sales Platform	94%	96%	97%
SimpliRoute	93%	90%	94%
Scribble Maps	87%	92%	98%
SalesRabbit	95%	86%	93%
Route4Me	86%	N/A	83%
Routific	97%	97%	96%
Nextbillion.ai	N/A	N/A	N/A
OptimoRoute	91%	94%	94%
Zeo Route Planner	N/A	N/A	N/A
ArcGIS Navigator	N/A	N/A	N/A
Maptitude	N/A	N/A	N/A
Tookan	78%	80%	79%
Google Routes	N/A	N/A	N/A
Workwave	N/A	N/A	N/A
Geopointe	88%	89%	87%
Average	89%	91%	91%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Route Planning (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Analytics

	Performance	Time & Costs	Productivity
Verizon Connect	86%	87%	88%
Onfleet	94%	90%	90%
Skynamo Sales Platform	94%	92%	90%
SimpliRoute	96%	98%	100%
Scribble Maps			
SalesRabbit	91%	94%	94%
Route4Me	89%	79%	89%
Routific	96%	96%	95%
Nextbillion.ai	N/A	N/A	N/A
OptimoRoute	92%	90%	92%
Zeo Route Planner	N/A	97%	100%
ArcGIS Navigator	N/A	N/A	N/A
Maptitude	N/A	N/A	N/A
Tookan	78%	78%	80%
Google Routes	N/A	N/A	N/A
Workwave	N/A	N/A	N/A
Geopointe	88%	88%	84%
Average	90%	90%	91%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Additional Data for Route Planning

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Verizon Connect	21%	79%	2.1	70%	20%	2%	8%	7	17
Onfleet	32%	68%	0.8	89%	6%	6%	0%	7	7
Skynamo Sales Platform	53%	47%	1.1	67%	14%	5%	14%	17	10
SimpliRoute	40%	60%	0.3	100%	0%	0%	0%	3	1
Scribble Maps	20%	80%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SalesRabbit	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Route4Me	57%	43%	2.7	100%	0%	0%	0%	3	N/A
Routific	17%	83%	2.7	93%	0%	0%	7%	3	5
Nextbillion.ai	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
OptimoRoute	62%	38%	1.5	92%	0%	8%	0%	5	2
Zeo Route Planner	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ArcGIS Navigator	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Maptitude	10%	90%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Tookan	59%	41%	4.5	64%	18%	5%	14%	7	4
Google Routes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Workwave	67%	33%	1.6	82%	6%	12%	0%	3	4
Geopointe	82%	18%	2.1	62%	15%	0%	23%	7	17

(Additional Data for Route Planning continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Route Planning (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Verizon Connect	73%	20
Onfleet	91%	17
Skynamo Sales Platform	83%	9
SimpliRoute	83%	12
Scribble Maps	N/A	N/A
SalesRabbit	N/A	N/A
Route4Me	89%	35
Routific	96%	14
Nextbillion.ai	N/A	N/A
OptimoRoute	100%	11
Zeo Route Planner	N/A	N/A
ArcGIS Navigator	N/A	N/A
Maptitude	N/A	N/A
Tookan	62%	15
Google Routes	N/A	N/A
Workwave	74%	6
Geopointe	49%	29
Average	80%	17

*N/A is displayed when data is not publicly available.

Additional Data for Route Planning (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Revenue ($MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Verizon Connect	Verizon Connect		$126,034	2,736	84,820	3,712	3.5
Onfleet	Onfleet	2015	N/A	99	6,448	2,204	4.6
Skynamo Sales Platform	Skynamo	2012	N/A	88	3,839	410	4.5
SimpliRoute	Simpliroute	2014	N/A	162	13,242	0	N/A
Scribble Maps	Scribble Maps	2009	N/A	6	180	0	N/A
SalesRabbit	SalesRabbit	2013	N/A	118	2,242	434	4.8
Route4Me	Route4Me Inc	2009	N/A	82	960	495	4.9
Routific	Routific	2012	N/A	30	2,396	908	5.0
Nextbillion.ai	Nextbillion.ai	2019	N/A	114	8,247	262	N/A
OptimoRoute	OptimoRoute	2012	N/A	36	2,072	140	4.3
Zeo Route Planner	Expronto Technologies, Inc.	2019	N/A	16	1,982	0	N/A
ArcGIS Navigator	Esri	1969	N/A	6,241	319,668	192,802	4.0
Maptitude	Caliper	1983	N/A	38	1,911	1,243	3.9
Tookan	Jungleworks	2011	N/A	316	18,262	571	3.6
Google Routes	Google	1998	$182,527	326,537	27,896,785	28,806,282	4.4
Workwave	WorkWave	1984	N/A	461	10,149	1,035	3.7
Geopointe	Ascent Cloud		N/A	74	893	59	3.8

*N/A is displayed when data is not publicly available.