

# Small-Business Grid<sup>®</sup> Report for Route Planning | Summer 2023



## Route Planning Software

Contenders									Leaders
Niche									High Performers

Satisfaction

Market Presence

G2 Grid<sup>®</sup> Scoring

(Route Planning Software continues on next page)

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# 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 May 23, 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](#), [Route4Me](#), and [Onfleet](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [SimpliRoute](#), [Routific](#), [Scribble Maps](#), [Skynamo Sales Platform](#), and [OptimoRoute](#)
- ▶ 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: [Google Routes](#), [Tookan](#), and [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](#), [SalesRabbit](#), [Track-POD](#), [Nextbillion.ai](#), [Workwave Route Manager](#), [Zeo Route Planner](#), 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	97	96	97
Route4Me	59	90	66	78
Onfleet	61	76	53	65

## High Performers

SimpliRoute	14	72	45	59
Routific	22	64	41	52
Scribble Maps	48	61	43	52
Skynamo Sales Platform	58	58	39	48
OptimoRoute	19	56	17	36

## Contenders

Google Routes	10	31	82	56
Tookan	39	32	56	44
ArcGIS Navigator	10	4	67	35

(Grid® Scores for Small-Business Route Planning Software continues on next page)

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



# Grid® Scores for Small-Business Route Planning Software (continued)

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.

## Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
<a href="#">Maptitude</a>	25	45	47	46
<a href="#">SalesRabbit</a>	26	47	42	45
<a href="#">Track-POD</a>	11	46	35	40
<a href="#">Nextbillion.ai</a>	16	37	28	33
<a href="#">Workwave</a>	30	16	48	32
<a href="#">Zeo Route Planner</a>	14	30	28	29
<a href="#">Geopointe</a>	28	26	6	16

\* 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 | Summer 2023 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through May 23, 2023. To view the Route Planning Grid® with the most recent data, please visit the [Route Planning](#) page. For more details on Grid® Scoring, please view the [G2 Scoring Methodology here](#).

## 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)*

\*\* 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)

## 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 May 23, 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.



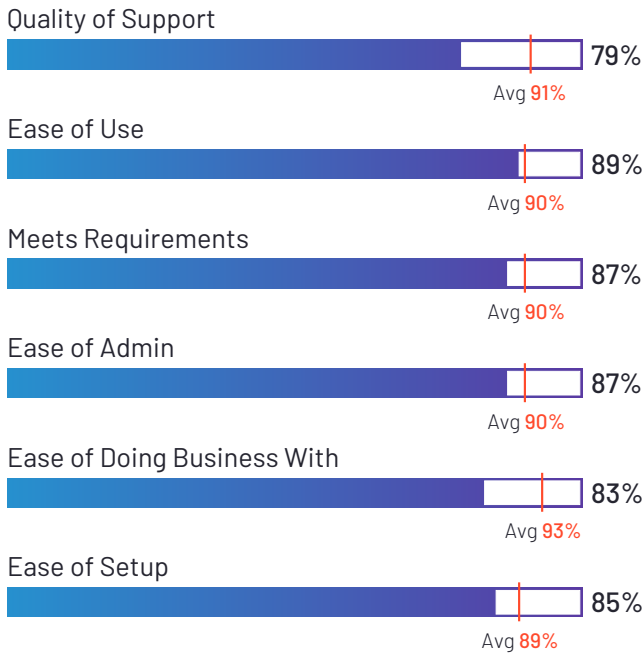
# Verizon Connect

3.8 ★★★★★ (927)



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 and received the highest Satisfaction score 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



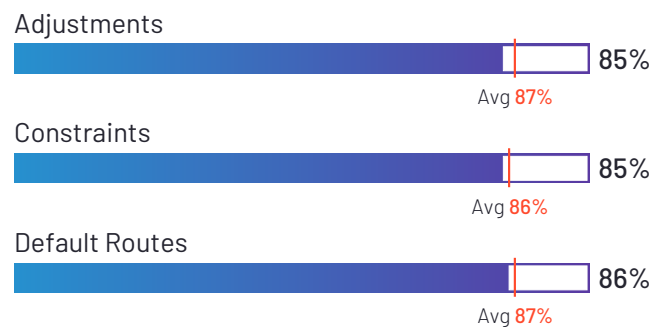
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Verizon Connect



**HQ Location**  
Atlanta, GA



**Employees (Listed On LinkedIn)**  
2,722



**Company Website**  
[verizonconnect.com](https://verizonconnect.com)



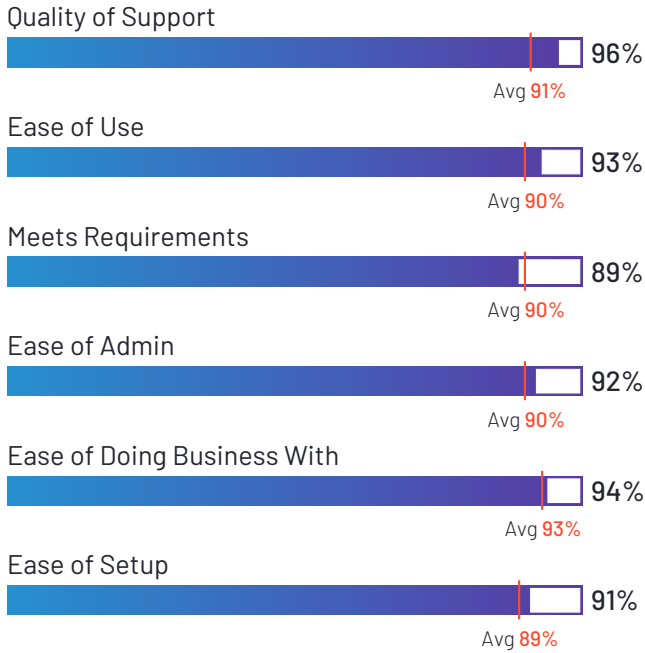
# Route4Me

4.6 ★★★★★ (100)

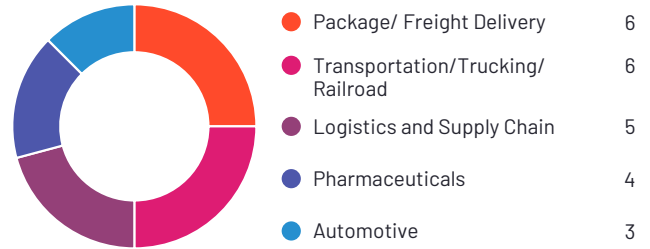


Route4Me has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Route4Me at a rate of 93%. Route4Me is also in the Last Mile Delivery, Fleet Tracking, Fleet Management, and Field Service Management categories.

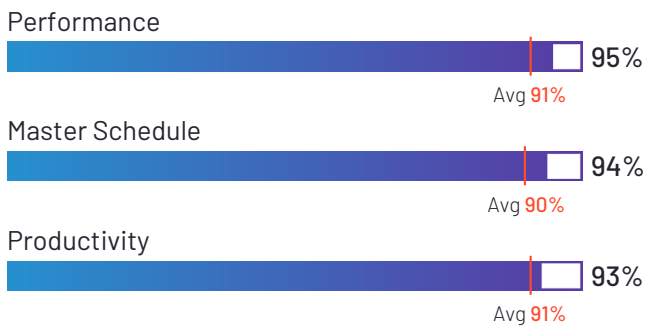
## Satisfaction Ratings



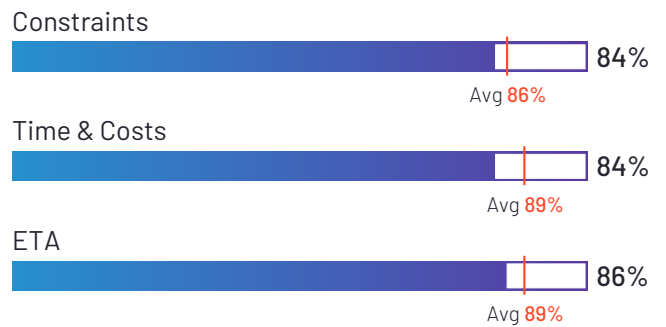
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
Route4Me Inc



HQ Location  
Tampa, Florida



Year Founded  
2009

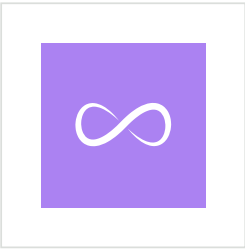


Employees (Listed  
On LinkedIn)  
89



Company Website  
[route4me.com](http://route4me.com)





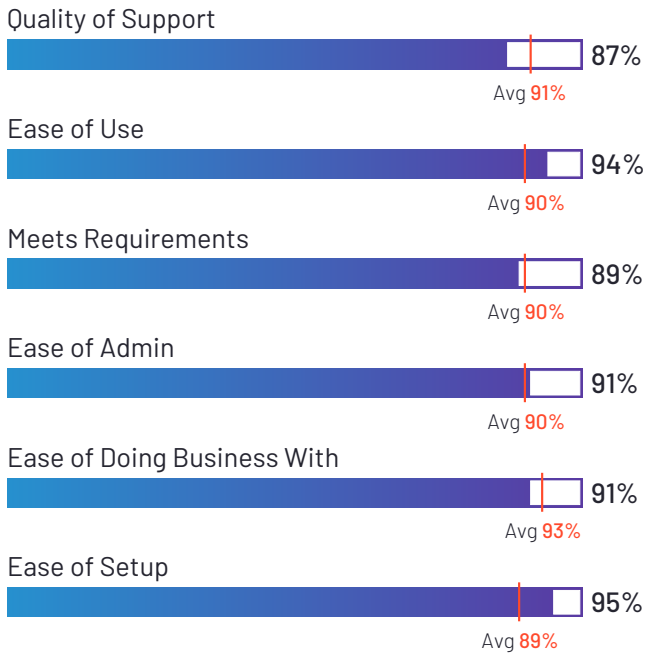
# Onfleet

4.6 ★★★★★ (120)



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.

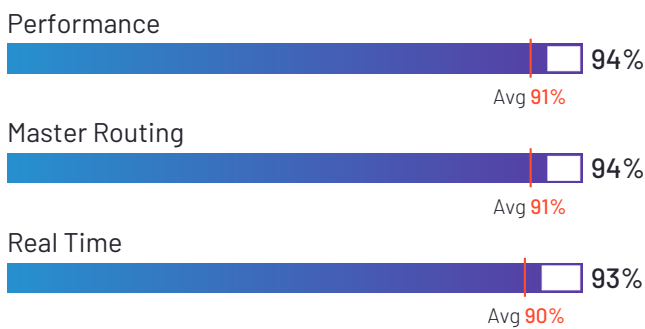
## Satisfaction Ratings



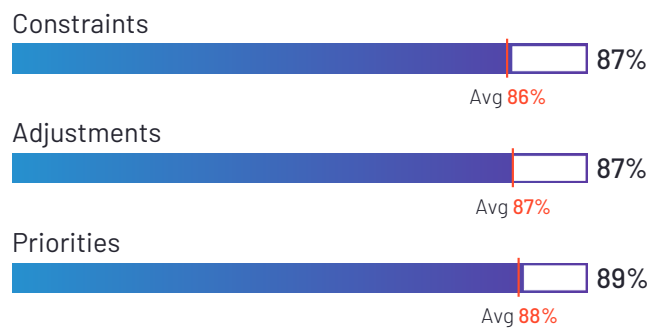
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
Onfleet



HQ Location  
San Francisco, CA



Year Founded  
2015



Employees (Listed  
On LinkedIn)  
93



Company Website  
[onfleet.com](https://onfleet.com)



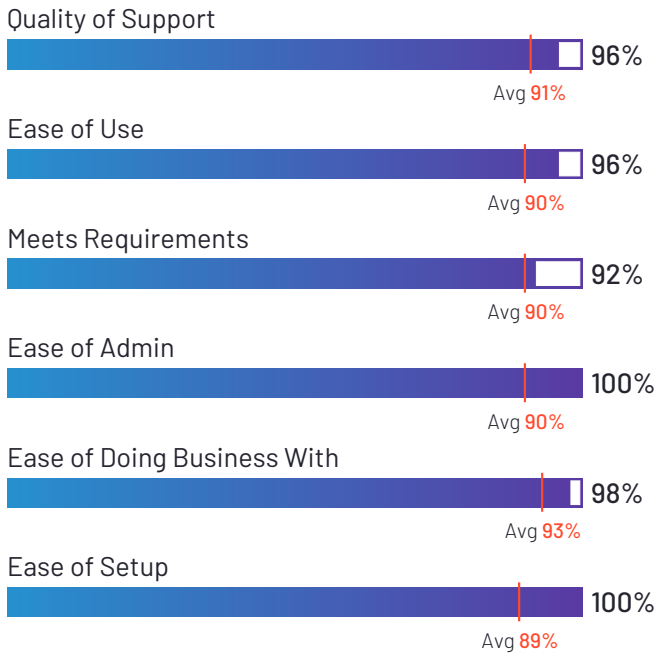
## SimpliRoute

4.8 ★★★★★ (22)



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%.

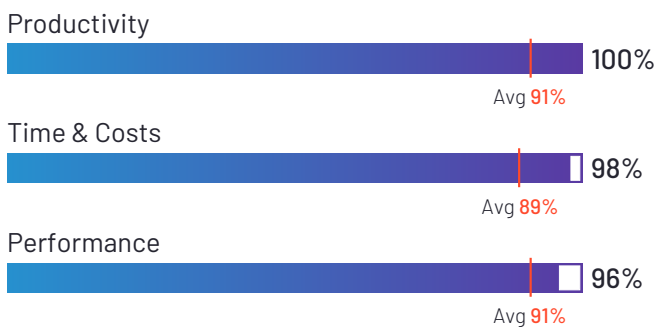
### Satisfaction Ratings



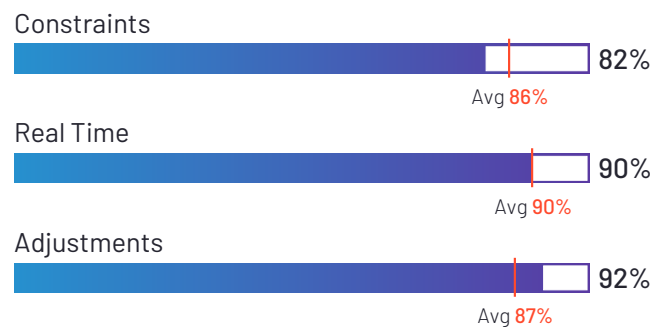
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



Ownership  
Simpliroute



HQ Location  
Providencia, Region  
Metropolitana de  
Santiago



Year Founded  
2014



Employees (Listed  
On LinkedIn)  
137



Company Website  
[simpliroute.com](https://simpliroute.com)



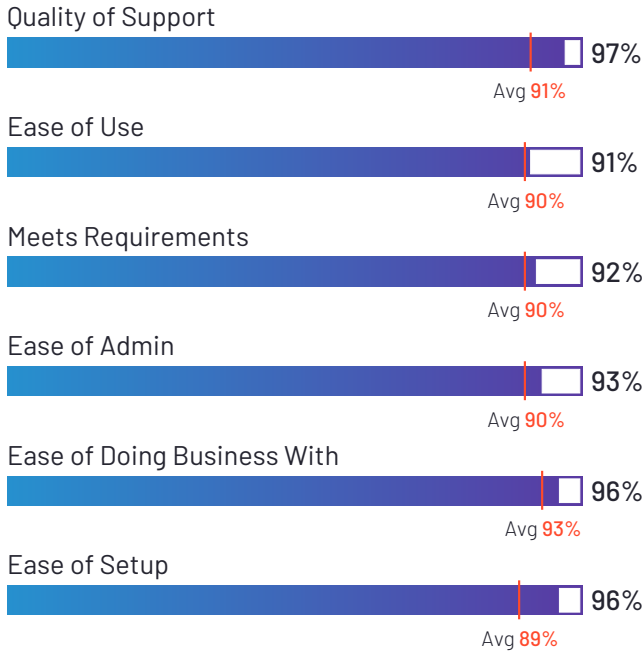
# Routific

4.6 ★★★★★ (25)



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, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Routific at a rate of 94%. Routific is also in the Grocery Delivery and Last Mile Delivery categories.

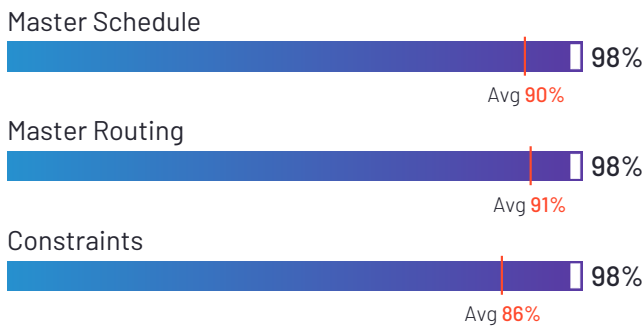
## Satisfaction Ratings



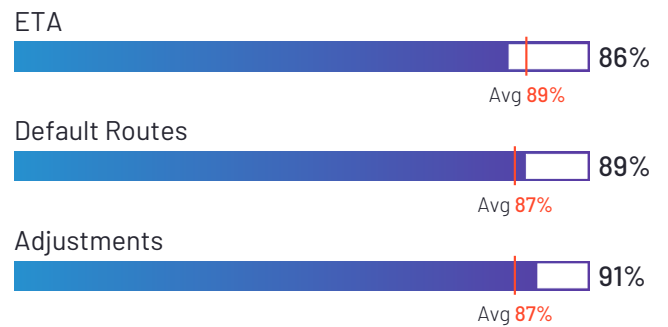
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
Routific



HQ Location  
British Columbia,  
Canada



Year Founded  
2012



Employees (Listed  
On LinkedIn)  
30



Company Website  
[routific.com](http://routific.com)



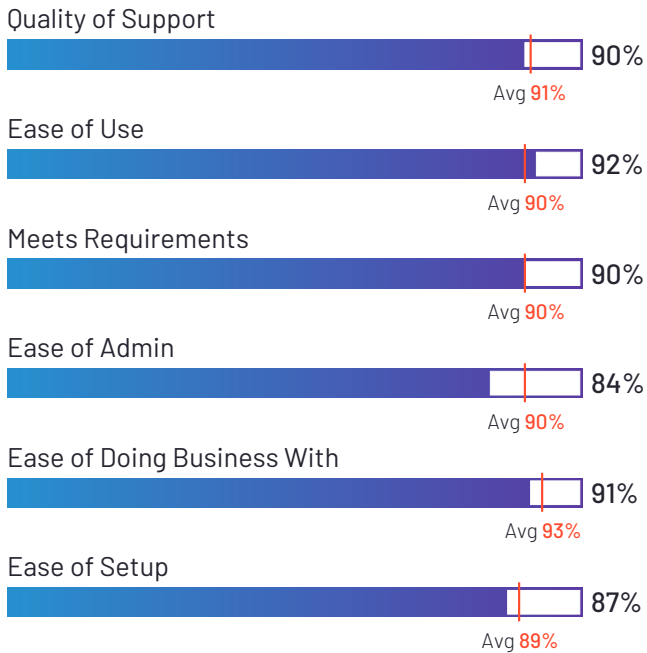
# Scribble Maps

4.6 ★★★★★ (151)

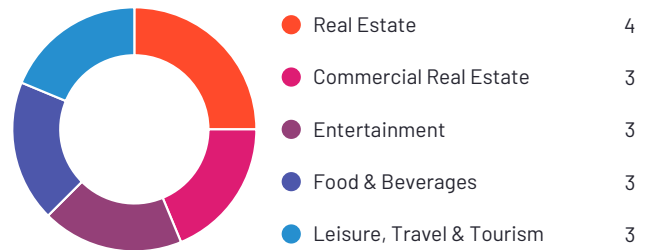


Scribble Maps has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 96% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Scribble Maps at a rate of 92%. Scribble Maps is also in the Location Intelligence and GIS categories.

## Satisfaction Ratings



## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Scribble Maps



**Year Founded**  
2009



**Employees (Listed On LinkedIn)**  
6



**Company Website**  
[scribblemaps.com](https://scribblemaps.com)



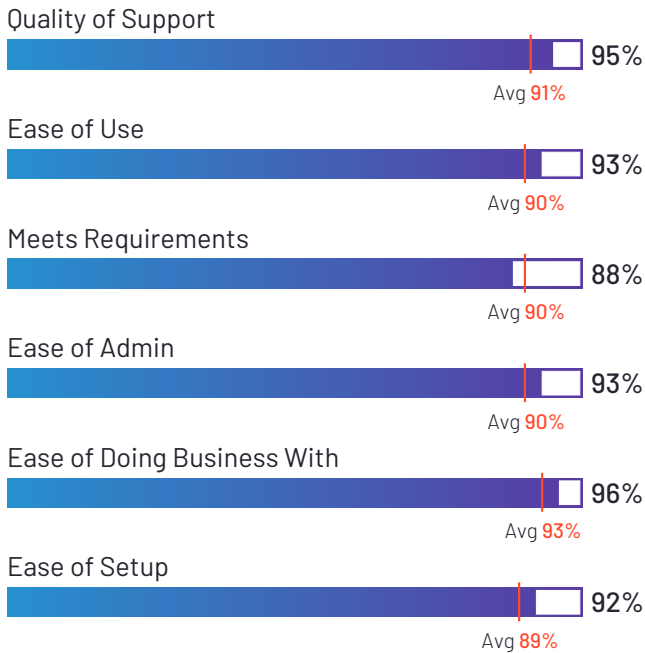
# Skynamo Sales Platform

4.5 ★★★★★ (137)

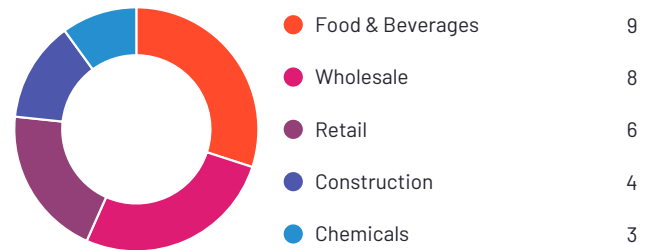


Skynamo Sales Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 95% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Skynamo Sales Platform at a rate of 90%. Skynamo Sales Platform is also in the Field Sales, Sales Performance Management, and Retail Distributed Order Management Systems categories.

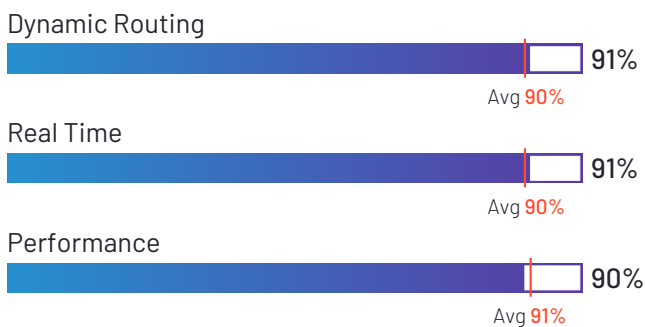
## Satisfaction Ratings



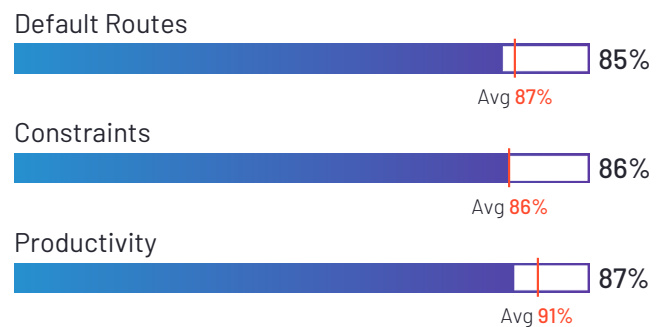
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Skynamo



**HQ Location**  
Columbus, Ohio



**Year Founded**  
2012



**Employees (Listed On LinkedIn)**  
83



**Company Website**  
[skynamo.com](https://skynamo.com)



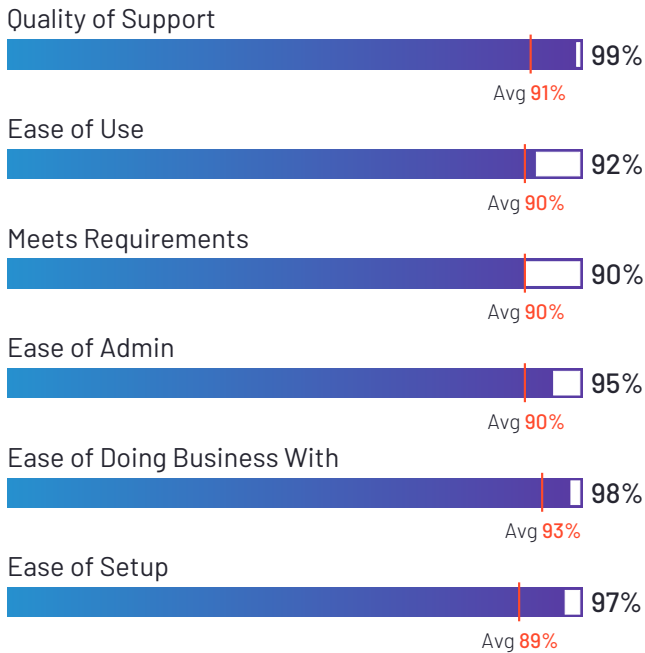
# OptimoRoute

4.8 ★★★★★ (30)



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.

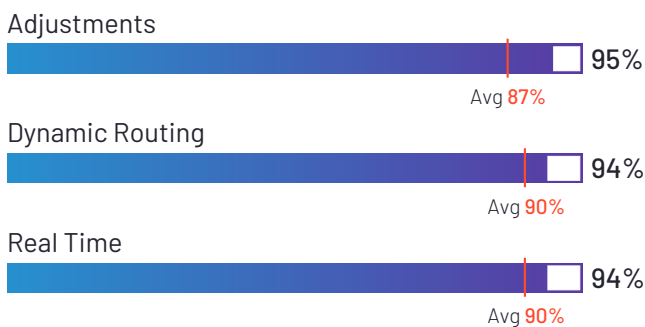
## Satisfaction Ratings



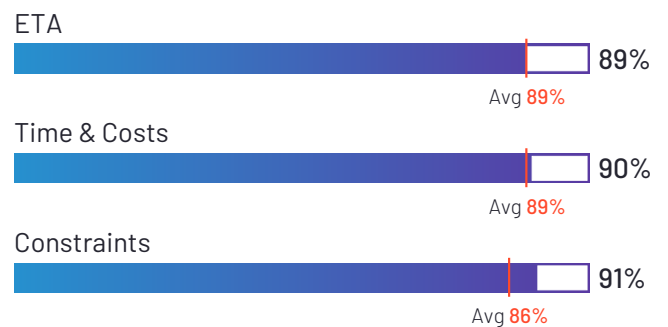
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
OptimoRoute



HQ Location  
Palo Alto



Year Founded  
2012



Employees (Listed  
On LinkedIn)  
37



Company Website  
[optimoroute.com](https://optimoroute.com)

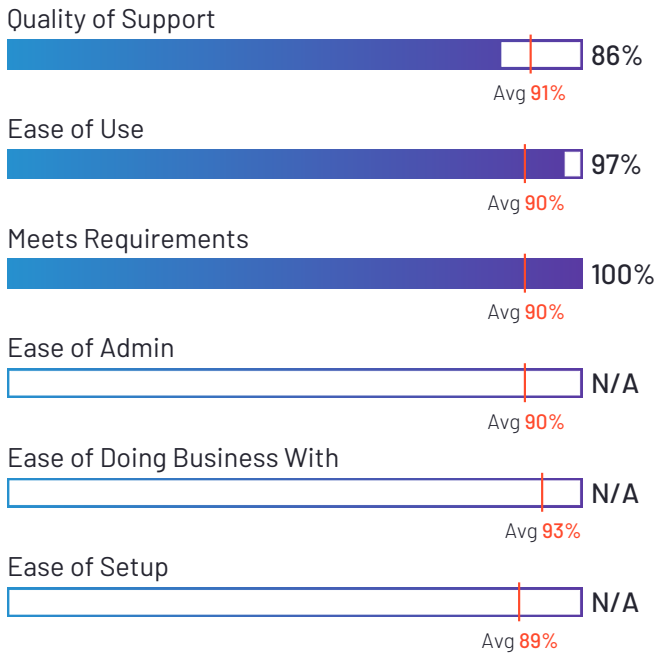


# Google Routes

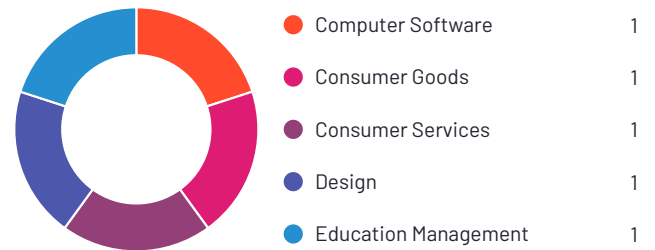
4.2 ★★★★★ (15)

Google Routes 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. 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



## Top Industries Represented



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



**Ownership**  
Google



**HQ Location**  
Mountain View, CA



**Year Founded**  
1998



**Employees (Listed On LinkedIn)**  
266,365



**Company Website**  
[cloud.google.com](https://cloud.google.com)

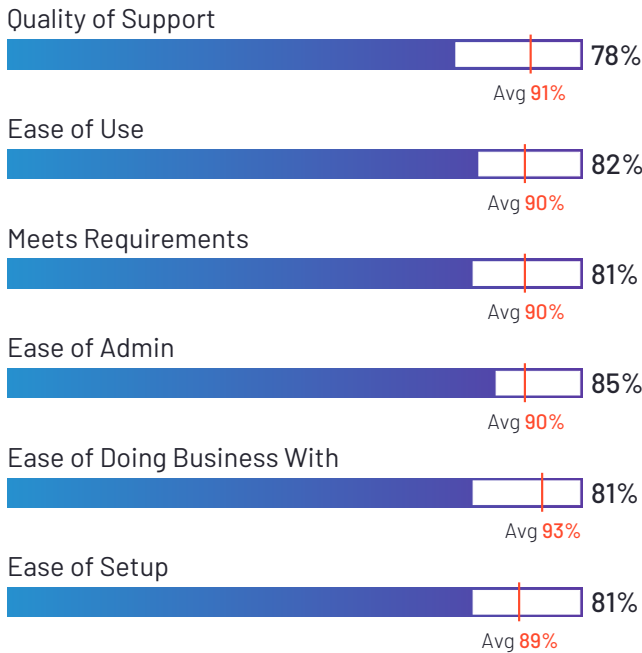


# Tookan

4.3 ★★★★★ (131)

Tookan 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. 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.

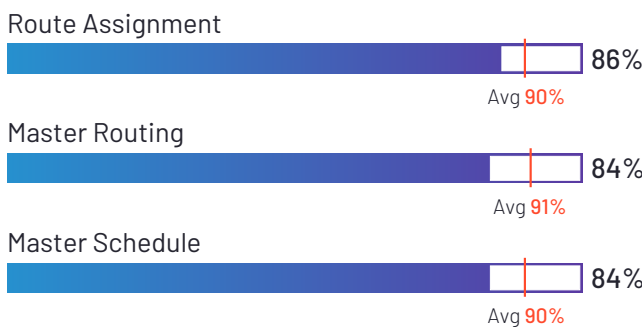
## Satisfaction Ratings



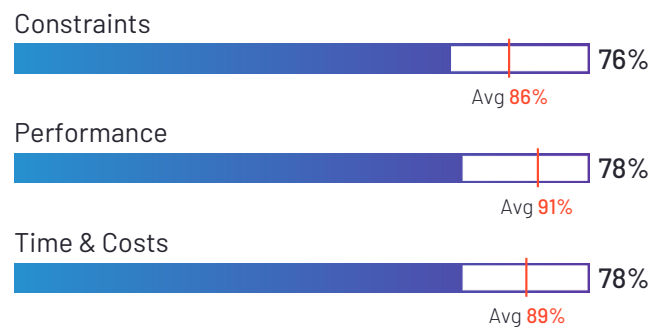
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
Jungleworks



HQ Location  
Tampa, Florida



Year Founded  
2011



Employees (Listed  
On LinkedIn)  
304



Company Website  
[jungleworks.com](http://jungleworks.com)



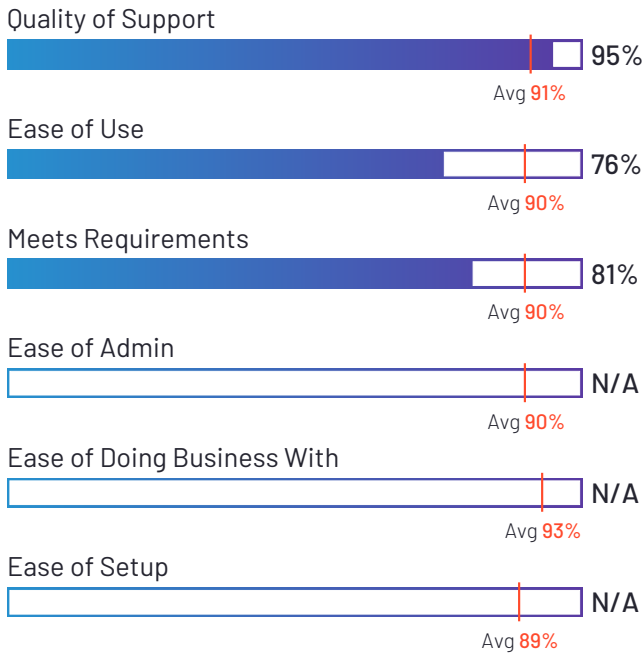


# ArcGIS Navigator

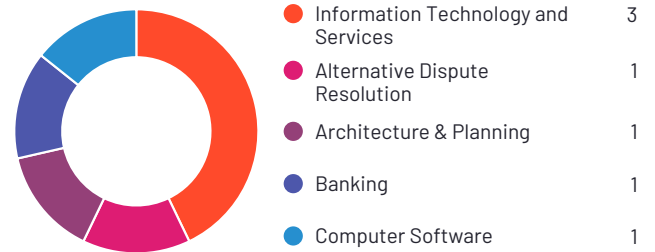
4.0 ★★★★★ (38)

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



## Top Industries Represented



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



**Ownership**  
Esri



**HQ Location**  
Redlands, CA



**Year Founded**  
1969



**Employees (Listed On LinkedIn)**  
6,304



**Company Website**  
[www.esri.com](http://www.esri.com)

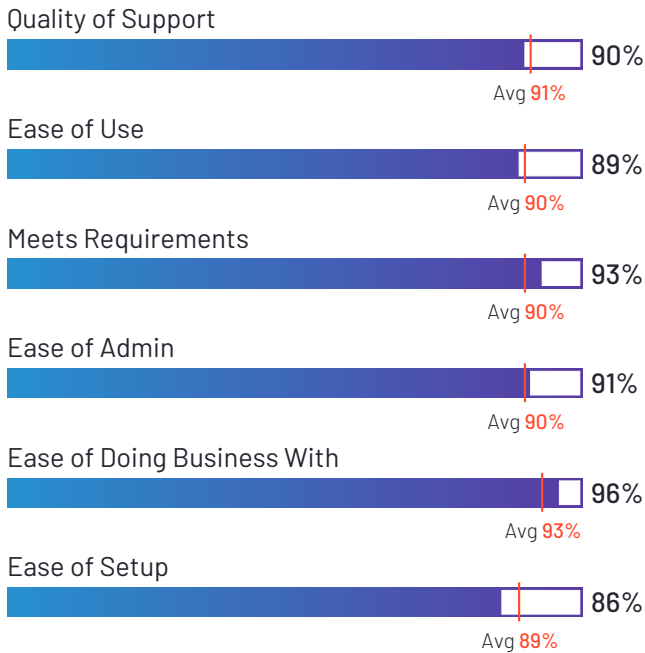


# Maptitude

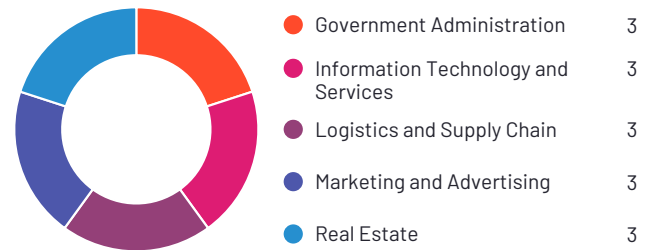
4.7 ★★★★★ (130)

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



## Top Industries Represented



**Ownership**  
Caliper



**HQ Location**  
Newton, MA



**Year Founded**  
1983



**Employees (Listed On LinkedIn)**  
37



**Company Website**  
[caliper.com](http://caliper.com)

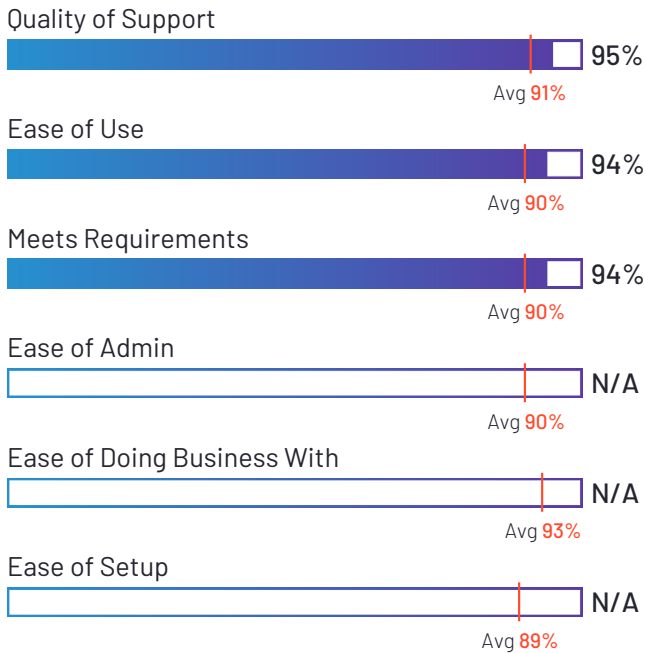


# SalesRabbit

4.5 ★★★★★ (304)

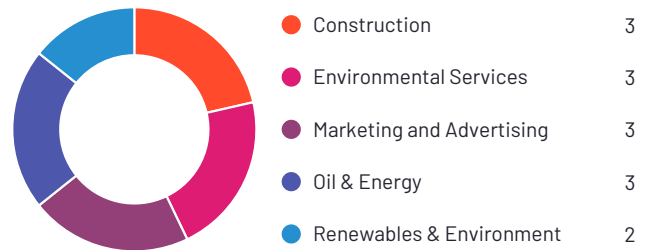
SalesRabbit has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 96% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend SalesRabbit at a rate of 93%. SalesRabbit is also in the Location Intelligence, Field Sales, Pest Control, and Sales Performance Management categories.

## Satisfaction Ratings

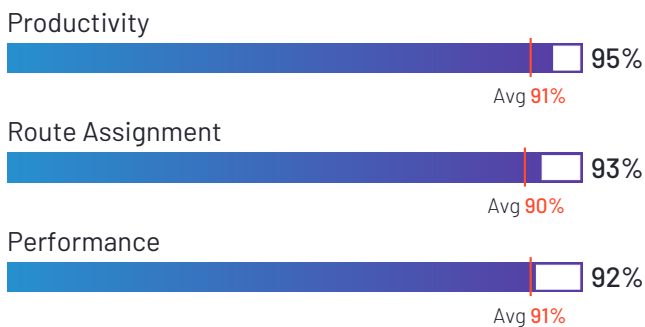


\*N/A is displayed when fewer than five responses were received for the question.

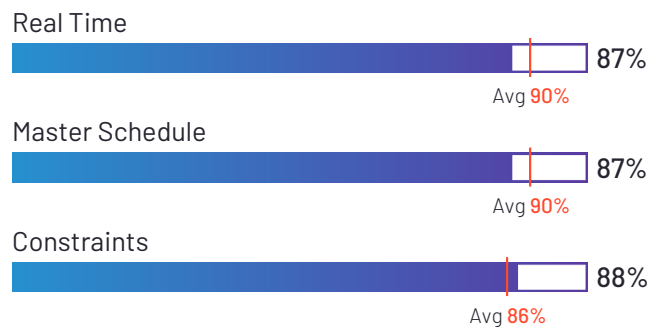
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
SalesRabbit



**HQ Location**  
Lehi, UT



**Year Founded**  
2013



**Employees (Listed On LinkedIn)**  
127



**Company Website**  
[salesrabbit.com](https://salesrabbit.com)

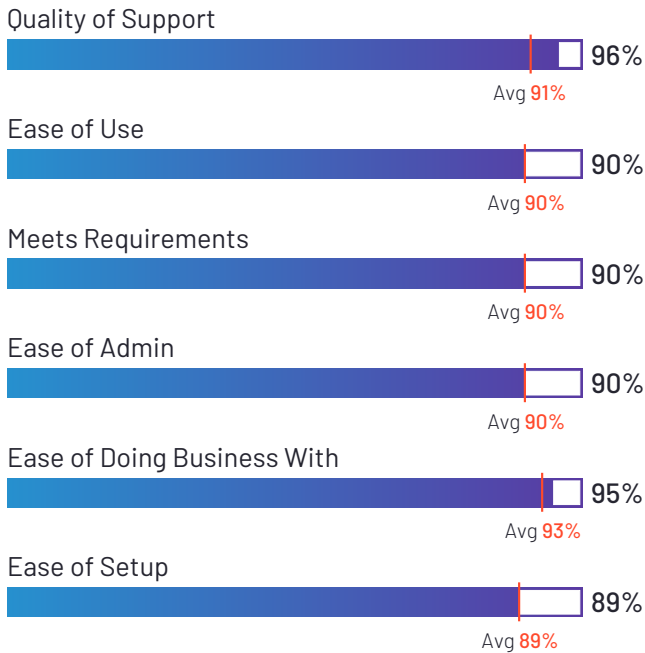


# Track-POD

4.7 ★★★★★ (14)

Track-POD 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, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Track-POD at a rate of 92%. Track-POD is also in the Last Mile Delivery and Fleet Management categories.

## Satisfaction Ratings



## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Track-POD



**Year Founded**  
2016



**Employees (Listed On LinkedIn)**  
24



**Company Website**  
[track-pod.com](https://track-pod.com)

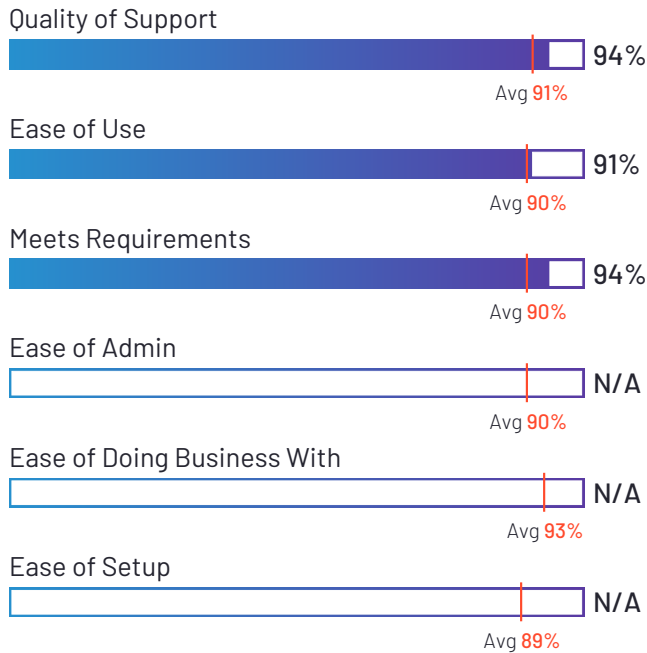


# Nextbillion.ai

4.7 ★★★★★ (33)

Nextbillion.ai 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, 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 94%. Nextbillion.ai is also in the GIS, Last Mile Delivery, and Location Intelligence categories.

## Satisfaction Ratings



## Top Industries Represented



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

<p><b>Ownership</b> Nextbillion.ai</p>	<p><b>HQ Location</b> Marina South, Singapore</p>	<p><b>Year Founded</b> 2019</p>	<p><b>Employees (Listed On LinkedIn)</b> 118</p>	<p><b>Company Website</b> <a href="https://nextbillion.ai">nextbillion.ai</a></p>
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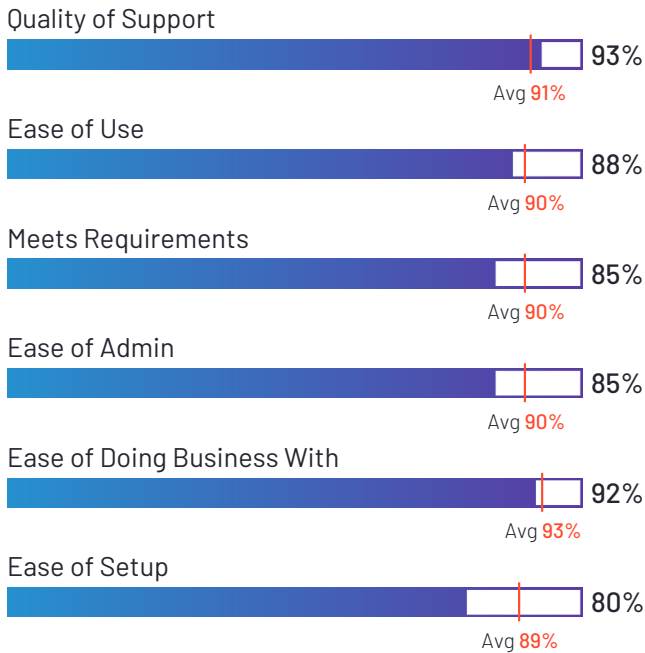


# Workwave Route Manager

4.2 ★★★★★ (45)

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. 93% 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 86%. Workwave is also in the Last Mile Delivery category.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
WorkWave



**HQ Location**  
Holmdel, NJ



**Year Founded**  
1984



**Employees (Listed On LinkedIn)**  
469



**Company Website**  
[workwave.com](http://workwave.com)

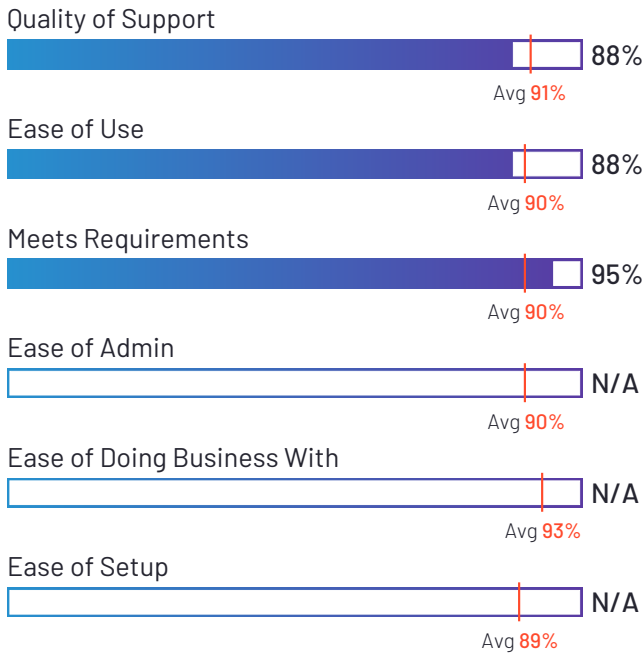


# Zeo Route Planner

4.7 ★★★★★ (17)

Zeo Route Planner 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, 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

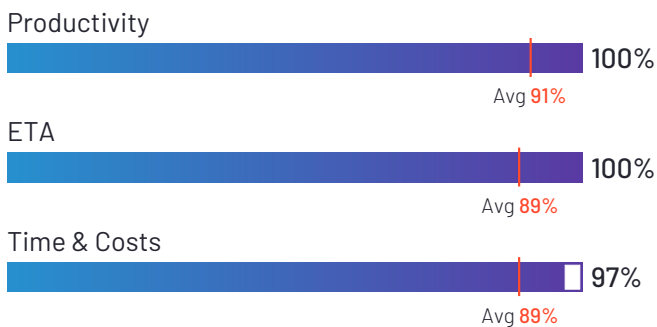


\*N/A is displayed when fewer than five responses were received for the question.

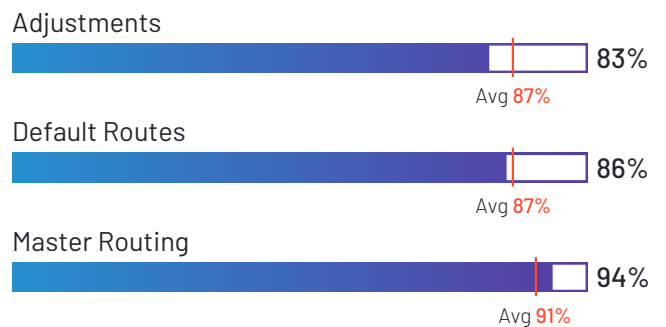
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Expronto Technologies, Inc.



**HQ Location**  
Mountain View, CA



**Year Founded**  
2019



**Employees (Listed On LinkedIn)**  
19



**Company Website**  
[zeorouteplanner.com](http://zeorouteplanner.com)

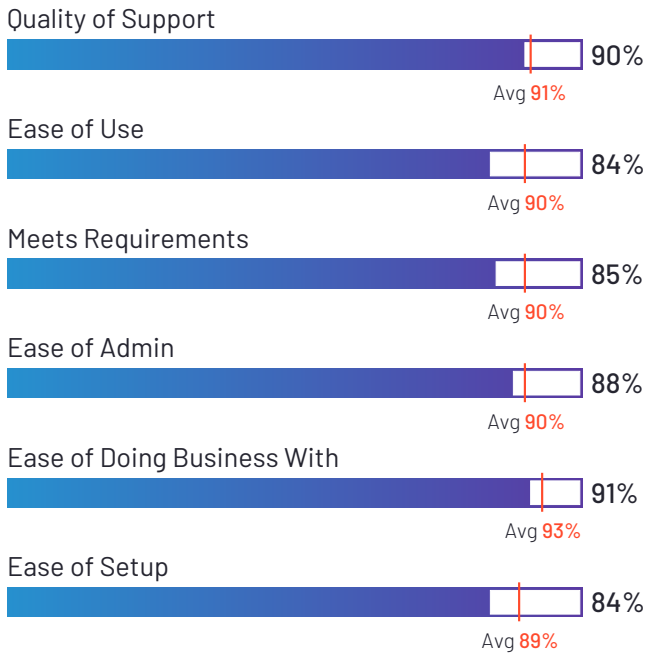


# Geopointe

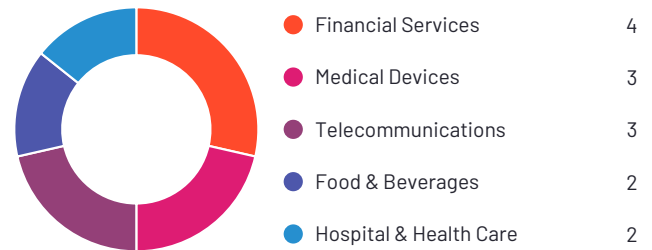
4.3 ★★★★★ (282)

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.

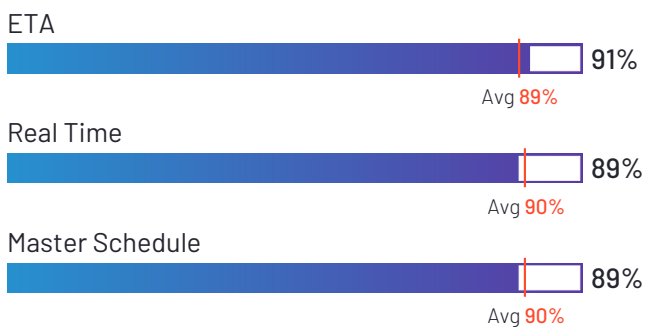
## Satisfaction Ratings



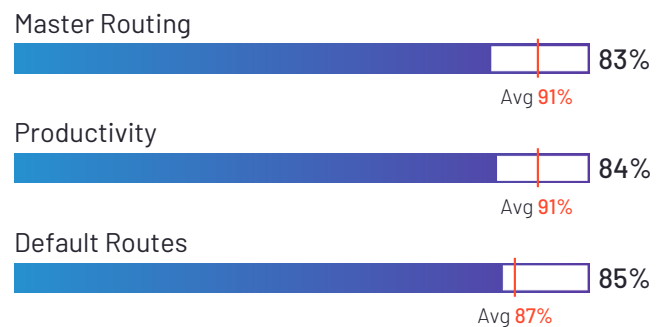
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Ascent Cloud



**HQ Location**  
Detroit, Michigan



**Employees (Listed On LinkedIn)**  
74



**Company Website**  
[ascentcloud.io](https://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)
<b>Verizon Connect</b>	82%	77%	87%	87%	83%	79%	85%	89%	44
<b>Route4Me</b>	93%	89%	89%	92%	94%	96%	91%	93%	72
<b>Onfleet</b>	91%	91%	89%	91%	91%	87%	95%	94%	72
<b>SimpliRoute</b>	97%	100%	92%	100%	98%	96%	100%	96%	85
<b>Routific</b>	94%	95%	92%	93%	96%	97%	96%	91%	81
<b>Scribble Maps</b>	92%	94%	90%	84%	91%	90%	87%	92%	68
<b>Skynamo Sales Platform</b>	90%	92%	88%	93%	96%	95%	92%	93%	65
<b>OptimoRoute</b>	98%	93%	90%	95%	98%	99%	97%	92%	94
<b>Google Routes</b>	82%	100%	100%	N/A	N/A	86%	N/A	97%	50
<b>Tookan</b>	80%	77%	81%	85%	81%	78%	81%	82%	38
<b>ArcGIS Navigator</b>	84%	80%	81%	N/A	N/A	95%	N/A	76%	40
<b>Maptitude</b>	96%	96%	93%	91%	96%	90%	86%	89%	92
<b>SalesRabbit</b>	93%	88%	94%	N/A	N/A	95%	N/A	94%	80
<b>Track-POD</b>	92%	100%	90%	90%	95%	96%	89%	90%	72
<b>Nextbillion.ai</b>	94%	100%	94%	N/A	N/A	94%	N/A	91%	81
<b>Workwave</b>	86%	88%	85%	85%	92%	93%	80%	88%	50
<b>Zeo Route Planner</b>	93%	100%	95%	N/A	N/A	88%	N/A	88%	78
<b>Geopointe</b>	87%	84%	85%	88%	91%	90%	84%	84%	42
<b>Average</b>	90%	91%	90%	90%	93%	91%	89%	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
<b>Verizon Connect</b>	87%	86%	86%
<b>Route4Me</b>	93%	89%	92%
<b>Onfleet</b>	94%	89%	91%
<b>SimpliRoute</b>	96%	93%	94%
<b>Routific</b>	98%	89%	93%
<b>Scribble Maps</b>			
<b>Skynamo Sales Platform</b>	88%	85%	88%
<b>OptimoRoute</b>	93%	91%	92%
<b>Google Routes</b>	N/A	N/A	N/A
<b>Tookan</b>	84%	79%	86%
<b>ArcGIS Navigator</b>	N/A	N/A	N/A
<b>Maptitude</b>	N/A	N/A	N/A
<b>SalesRabbit</b>	89%		93%
<b>Track-POD</b>	N/A	N/A	N/A
<b>Nextbillion.ai</b>	N/A	N/A	N/A
<b>Workwave</b>	N/A	N/A	N/A
<b>Zeo Route Planner</b>	94%	86%	94%
<b>Geopointe</b>	83%	85%	88%
<b>Average</b>	91%	87%	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.

## Scheduling

	Master Schedule	Constraints	Adjustments	ETA
<b>Verizon Connect</b>	86%	85%	85%	90%
<b>Route4Me</b>	94%	84%	92%	86%
<b>Onfleet</b>	92%	87%	87%	92%
<b>SimpliRoute</b>	93%	82%	92%	95%
<b>Routific</b>	98%	98%	91%	86%
<b>Scribble Maps</b>				
<b>Skynamo Sales Platform</b>	89%	86%	88%	89%
<b>OptimoRoute</b>	94%	91%	95%	89%
<b>Google Routes</b>	N/A	N/A	N/A	N/A
<b>Tookan</b>	84%	76%	81%	82%
<b>ArcGIS Navigator</b>	N/A	N/A	N/A	N/A
<b>Maptitude</b>	N/A	N/A	N/A	N/A
<b>SalesRabbit</b>	87%	88%	89%	
<b>Track-POD</b>	N/A	N/A	N/A	71%
<b>Nextbillion.ai</b>	N/A	N/A	N/A	97%
<b>Workwave</b>	N/A	N/A	N/A	N/A
<b>Zeo Route Planner</b>	94%	N/A	83%	100%
<b>Geopointe</b>	89%	86%	85%	91%
<b>Average</b>	91%	86%	88%	89%

(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%
Route4Me	86%	92%	87%
Onfleet	89%	93%	91%
SimpliRoute	93%	90%	94%
Routific	97%	97%	96%
Scribble Maps	86%	89%	91%
Skynamo Sales Platform	90%	91%	91%
OptimoRoute	91%	94%	94%
Google Routes	N/A	N/A	N/A
Tookan	78%	80%	79%
ArcGIS Navigator	N/A	N/A	N/A
Maptitude	N/A	N/A	N/A
SalesRabbit	91%	87%	89%
Track-POD	N/A	89%	N/A
Nextbillion.ai	N/A	N/A	N/A
Workwave	N/A	N/A	N/A
Zeo Route Planner	N/A	N/A	N/A
Geopointe	88%	89%	87%
Average	88%	90%	90%

(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.

## Analytics

	Performance	Time & Costs	Productivity
<b>Verizon Connect</b>	86%	87%	88%
<b>Route4Me</b>	95%	84%	93%
<b>Onfleet</b>	94%	90%	90%
<b>SimpliRoute</b>	96%	98%	100%
<b>Routific</b>	96%	97%	95%
<b>Scribble Maps</b>			
<b>Skynamo Sales Platform</b>	90%	88%	87%
<b>OptimoRoute</b>	92%	90%	92%
<b>Google Routes</b>	N/A	N/A	N/A
<b>Tookan</b>	78%	78%	80%
<b>ArcGIS Navigator</b>	N/A	N/A	N/A
<b>Maptitude</b>	N/A	N/A	N/A
<b>SalesRabbit</b>	92%	90%	95%
<b>Track-POD</b>	N/A	N/A	N/A
<b>Nextbillion.ai</b>	N/A	N/A	N/A
<b>Workwave</b>	N/A	N/A	N/A
<b>Zeo Route Planner</b>	N/A	97%	100%
<b>Geopointe</b>	88%	88%	84%
<b>Average</b>	91%	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)
<b>Verizon Connect</b>	21%	79%	2.1	70%	20%	2%	8%	7	17
<b>Route4Me</b>	41%	59%	1.6	81%	14%	0%	6%	7	4
<b>Onfleet</b>	30%	70%	0.8	84%	5%	5%	5%	7	7
<b>SimpliRoute</b>	40%	60%	0.3	100%	0%	0%	0%	3	1
<b>Routific</b>	14%	86%	2.4	93%	0%	0%	7%	3	5
<b>Scribble Maps</b>	13%	88%	N/A	43%	14%	0%	43%	N/A	N/A
<b>Skynamo Sales Platform</b>	53%	47%	1.1	67%	14%	5%	14%	17	10
<b>OptimoRoute</b>	62%	38%	1.5	92%	0%	8%	0%	5	2
<b>Google Routes</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Tookan</b>	59%	41%	4.5	64%	18%	5%	14%	7	4
<b>ArcGIS Navigator</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Maptitude</b>	10%	90%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>SalesRabbit</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Track-POD</b>	75%	25%	0.6	100%	0%	0%	0%	7	3
<b>Nextbillion.ai</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Workwave</b>	67%	33%	1.6	82%	6%	12%	0%	3	4
<b>Zeo Route Planner</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Geopointe</b>	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
Route4Me	81%	18
Onfleet	92%	17
SimpliRoute	83%	12
Routific	97%	14
Scribble Maps	N/A	N/A
Skynamo Sales Platform	83%	9
OptimoRoute	100%	11
Google Routes	N/A	N/A
Tookan	62%	15
ArcGIS Navigator	N/A	N/A
Maptitude	N/A	N/A
SalesRabbit	N/A	N/A
Track-POD	81%	N/A
Nextbillion.ai	N/A	N/A
Workwave	74%	6
Zeo Route Planner	N/A	N/A
Geopointe	49%	29
Average	80%	15

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

### Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
<b>Verizon Connect</b>	Verizon Connect		2,722	85,706	3,726	3.5
<b>Route4Me</b>	Route4Me Inc	2009	89	1,005	495	4.9
<b>Onfleet</b>	Onfleet	2015	93	6,810	2,207	4.6
<b>SimpliRoute</b>	Simpliroute	2014	137	13,566	0	N/A
<b>Routific</b>	Routific	2012	30	2,486	907	5
<b>Scribble Maps</b>	Scribble Maps	2009	6	241	0	N/A
<b>Skynamo Sales Platform</b>	Skynamo	2012	83	3,913	408	4.5
<b>OptimoRoute</b>	OptimoRoute	2012	37	2,115	143	4
<b>Google Routes</b>	Google	1998	266,365	28,697,604	29,139,140	4.4
<b>Tookan</b>	Jungleworks	2011	304	19,301	575	3.6
<b>ArcGIS Navigator</b>	Esri	1969	6,304	329,417	192,745	4
<b>Maptitude</b>	Caliper	1983	37	1,973	1,245	3.9
<b>SalesRabbit</b>	SalesRabbit	2013	127	2,313	433	4.8
<b>Track-POD</b>	Track-POD	2016	24	1,754	12	4
<b>Nextbillion.ai</b>	Nextbillion.ai	2019	118	8,950	265	N/A
<b>Workwave</b>	WorkWave	1984	469	13,966	1,032	3.7
<b>Zeo Route Planner</b>	Expronto Technologies, Inc.	2019	19	2,234	0	N/A
<b>Geopointe</b>	Ascent Cloud		74	966	59	3.4

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