

PIE Mapping secures £100k DPD investment plus contract

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PIE Mapping win accelerator award & DPD contract, setting the foundations for transformational growth

"PIE Mapping has been announced as the outright winner of the DPD Last Mile Labs accelerator, securing a £100,000 investment" and an exciting contract to develop, integrate and roll out a unique Saas based freight optimisation and management system for all of DPD's linehaul fleet.

Freddie Talberg, CEO of PIE Mapping (<http://piemapping.com>) said: "Our focus for the accelerator was to truly understand DPD and their business processes and then we could use our expertise and Saas platform to help handle DPD's planned growth in the express parcel sector".

"We have invested a huge amount of energy over the last two months building a prototype, and it has proved really amazing to work with DPD as they have been so engaging. It has allowed us to focus on building a world class platform and technology with arguably the best in the industry".

"As a tech entrepreneur business with a lot to offer the Last Mile Labs has been an amazing opportunity to engage with the best industry leaders to help us get it right. It enables us to follow a path for growth and rapid scale up. Growth outside of the UK is pressing for DPD - so we need to scale quickly and this partnership will help us achieve that".

When fully developed, the system will enable DPD's linehaul managers and planners to have a complete fleet, driver and route visibility in real time, giving DPD a rapid-response advantage when it comes to overcoming issues such as congestion – absolutely crucial in such a time critical market.

Dwain McDonald, CEO of DPD added: "DPD has transformed the last mile of delivery with developments such as Predict and Follow My Parcel, which are ground breaking and truly world class delivery systems. The aim now is to do the same thing for our linehaul operation. While there are traffic management systems available, we want to take it to another level".

The accelerator has been underway since April having started with a field of twelve organisations vying for the investment and contract. Run by L Marks, the DPD Last Mile Accelerator follows on from the success of the Jlab project which connected Tech start-ups with John Lewis to deliver innovation in home shopping.

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