A new generation Dynamic Real-Time Scheduling Solution

Technology from the proven industry experts combining best practices from market leaders.

Maxoptra is a dynamic scheduling and route optimisation software platform designed to enable fast and efficient decision-making in real-time within ever-changing operational environments. The impact can be transformational, significantly improving staff productivity, the utilisation of assets, delivering superior customer service and lowering operational costs.

Maxoptra is particularly relevant to the field service management, supply chain, distribution and home delivery industries.

Maxoptra is a division of Magenta Technology a world-leading pioneer since 1999 in multi-agent technology software architecture and development – the unique differentiator and recognised expertise behind our innovative scheduling solutions that every day manage over 10,000 fleet vehicles worldwide.
Maxoptra can transform your business

- Delivering unique technology – to drive operational efficiencies
  Unique multi-agent technology provides immediate operational efficiencies, eliminates unnecessary costs and enhances customer service - helping you to do more with the same resources.

- With a dynamic scheduling solution – to make better decisions faster
  For businesses working within ever-changing operational environments, only Maxoptra’s dynamic scheduling solution provides the clarity required to make the best choices under pressure.

- Providing the right solution you need – to accelerate your business
  Our logistics software developers and business analysts focus on solving the challenges fleet-based organisations face every day in an increasingly competitive and demanding world.

- With regular new functionality releases – to maintain competitive advantage
  As Maxoptra is SaaS based, regular releases of new and upgraded functionality are provided to subscribers without any extra charges.

- From an industry specialist - with proven experience
  Magenta Technology is a leading provider of real-time dynamic planning, scheduling and dispatch solutions for flagship players of the transportation industry such as Avis, Addison Lee, NHS, Gist, Greentomatocars, Transdev and AirBus.

Delivering unique technology to drive operational efficiencies

Maxoptra’s powerful multi-agent scheduling engine monitors all the jobs and all the variables in the present moment, continually assessing the best options, making 10,000 calculations a second to find them, providing alerts if any part of the schedule needs attention and optimising routes to reduce mileage thereby enabling you to do more jobs more profitably with the same personnel.

No matter how intelligent and experienced your staff are, human operators simply can’t keep up. Under pressure, mistakes are often made. Maxoptra makes massively complex tasks easy.
Dynamic scheduling to make better decisions faster

Specifically designed for businesses where the day’s plan can change at any time once a vehicle or service person has left the depot, Maxoptra’s dynamically scheduling provides full visibility of what is happening in real-time, allowing complete operational control and providing a superior customer service.

All the information you need to track individual drivers, service personnel and vehicle resources is shown on screen, displaying current job, routes and unallocated work on a map and in a timeline. Maxoptra has been designed to make human interactions easier, with simple drag and drop and intuitive interfaces for the PC, tablet and smartphone to keep your mobile workforce informed and in control at all times.

This allows you to compare planned vs actual activity, empowering you to make the best decisions faster to optimise operational efficiencies. Our clients across all industries regularly see savings of at least 20%.

Providing the right solution you need to accelerate your business

The experience we have gained in working with industry leaders such as GIST, Addison Lee and AVIS has been invaluable. Our clients value our ability to listen. As markets evolve and new challenges arise our clients know that we have the capacity, capability and knowledge to understand what they need and to deliver solutions quickly and with the minimum of fuss.

Our dedicated team of over 100 developers and analysts who collectively have hundreds of years of development expertise have empowered us to determine and manage an ambitious product roadmap to deliver new and improved innovative functionality more rapidly than anyone else. With Maxoptra your business will never stand still.

Quick to implement, easy to integrate and affordable

With subscriptions charged per vehicle on a “pay as you go” basis, Maxoptra is quick to implement and far more affordable compared to legacy solutions requiring licence purchase and your data remains completely secure.

Designed to meet a broad range of business needs, from ambitious start-ups to international operations, Maxoptra has a very open architecture, making it an ideal complement to any telematics, WMS or CRM solution, able to be integrated seamlessly into one operational interface for your business.

There is no need for huge upfront investment; no contractual tie-in; no need to host the system, maintain servers and databases. But savings will start immediately. You choose how you want to start - with only a few vehicles or perhaps roll out on a depot by depot basis. And, unlike other systems, you can pick up the essentials in minutes. Training takes hours, not days.

From an industry specialist with proven experience

Magenta Technology is focused on solving the challenges fleet-based organisations face every day in an increasingly competitive and demanding world, helping those companies achieve a significantly higher utilisation of their assets at a lower operational cost.

Blue-chip clients choose us because they know we have the expertise and the unique technology to meet their complex requirements.
Customer Quotes

‘Despite our size, with Maxoptra we are on track to provide a service comparable to that of industry leaders such as DPD. We can punch above our weight. I am really excited about what is possible.’

Chris Warden, Operations Manager, Natures Menu

‘Our legacy system provided a schedule every day for 9.00am. By 9.30am it’s meaningless. We spend the rest of the day flying by the seat of our pants Using Magenta’s scheduling solution we are bringing our customers even better levels of service and efficiency. The dynamics of our business environment result in very complex scheduling requirements and Magenta was the only company we found in the market place that could solve the unsolvable.’

Mike Flynn, Business Services Director, Gist

‘Magenta offered the right blend of affordability, ease of implementation and use. The user interface allows our controllers to easily input jobs, calculate routes and timelines and change them, if needed, on a visual map display. I believe that Maxoptra is the only solution in today’s market that is ideal for SME, but growing, companies.’

John Burgess, Transportation Consultant for Champion Timber

About Maxoptra

Maxoptra is a division of Magenta Technology created to deliver benefits of unique technology developed originally for blue-chip organisations to the whole market through the easily accessible SaaS subscription model.

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