



Transportation & Logistics

Unlock the power of real-time in transportation & logistics

Logistics and transportation providers operate in a high-pressure world where every second counts. Yet despite billions invested in optimization, inefficiencies and blind spots continue to plague the supply chain—leading to missed deliveries, delayed shipments, and rising customer expectations for real-time updates. From last-mile complexity to fleet underutilization and siloed communication systems, the industry's biggest challenges stem from a lack of live visibility and coordination.

PubNub empowers logistics providers with a real-time, globally scalable infrastructure to track assets, streamline delivery, and elevate customer experience. With capabilities like live geolocation tracking, dynamic routing, real-time notifications, and IoT data streaming, PubNub helps organizations gain operational clarity, reduce costs, and exceed customer expectations at every mile.

Real-Time Fleet Visibility & Route Optimization

Tracks vehicle location, speed, and route adherence in real time, helping dispatchers predict accurate ETAs and reduce missed deliveries.

Optimizes delivery paths by detecting disruptions and enabling dynamic re-routing to reduce fuel costs and downtime.

Monitors driver status and availability to streamline dispatch decisions and maintain efficient operations.

Last-Mile Delivery Coordination

Uses geofencing and real-time presence to notify customers when drivers are nearby, increasing first-attempt delivery success rates.

Pushes alerts for delivery status updates, driver arrival times, or route changes—improving transparency and reducing support calls.

Enables real-time two-way communication between drivers, warehouses, and end customers to eliminate delivery delays.

Cold Chain & Cargo Monitoring

Streams live data from IoT sensors tracking temperature, humidity, and cargo conditions—ensuring compliance and reducing spoilage risk.

Triggers automated alerts if environmental thresholds are breached during transit, allowing for proactive resolution.

Maintains a digital audit trail of sensor data to support regulatory compliance and insurance claims.

Customer Notifications & Chat Integration

Provides real-time updates across SMS, mobile push, or in-app messaging—keeping customers informed every step of the journey.

Embeds chat functionality into logistics apps and portals, enabling responsive support or delivery coordination.

Enhances trust and satisfaction by replacing static status pages with interactive, live updates.

Dispatch & Fleet Control

Centralizes fleet communication across dispatchers and drivers using real-time messaging and presence awareness.

Supports full omnichannel communication—from desktop dashboards to mobile devices—ensuring consistent coordination.

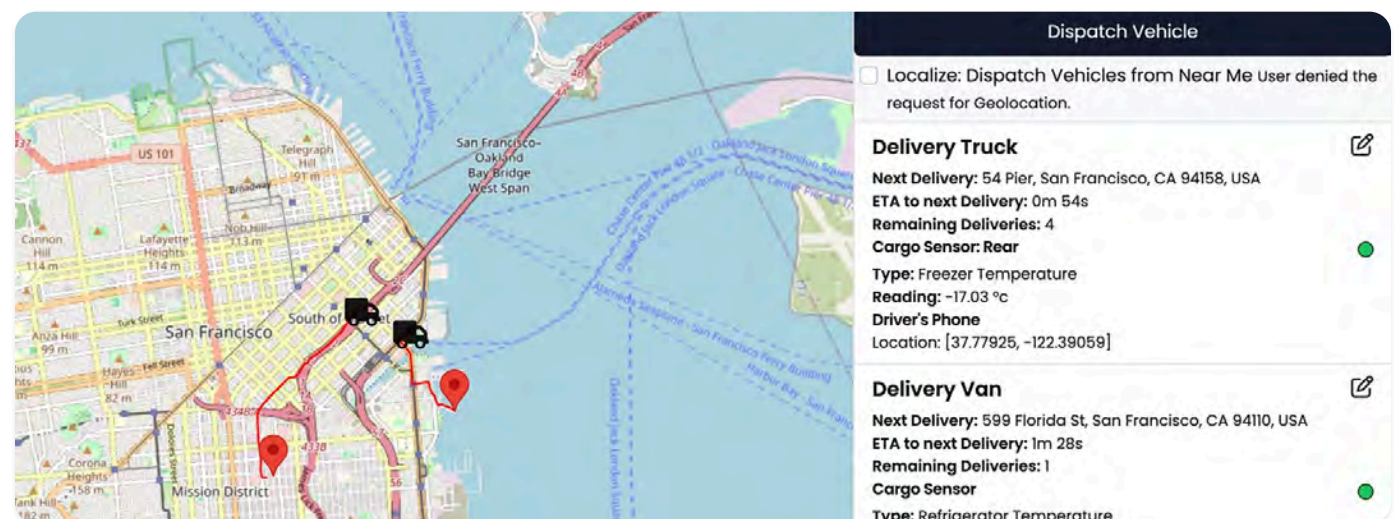
Enables scalable status signaling (e.g., “en route,” “delayed,” “at destination”) with visual dashboards for fleet monitoring.

Predictive Analytics & Operational Intelligence

Combines live telemetry data with historical trends to forecast demand and optimize resource allocation.

Identifies inefficiencies or delivery hotspots with real-time dashboards and AI-driven insights.

Allows for continuous improvement through rapid experimentation using PubNub Illuminate to test new routing or notification strategies.



See the Impact: Success Metrics That Matter



BusWhere improved student transportation with real-time GPS tracking, enabling parents and schools to monitor buses live, **reducing missed pickups and increasing safety across 3,000+ riders.**

Decisiv

Decisiv manages **4,500+ fleet service locations** and relies on PubNub to stream real-time diagnostics and communication data, speeding up vehicle maintenance cycles for millions of service events.



Ego for IT supports real-time precision for asset tracking across enterprise operations, enhancing visibility and uptime for industrial equipment across multiple logistics verticals.

Gett.

Gett uses PubNub to power ground transportation in over **1,500 cities** globally, optimizing ride dispatch, driver location updates, and real-time ETA communication for business users.



Mothership handles **thousands of same-day deliveries per day** and uses PubNub to deliver real-time tracking and status updates that reduce delays and improve transparency.



SWIGGY

Swiggy serves over **20 million monthly users** in India, leveraging PubNub to deliver sub-100ms latency location updates and delivery notifications across tens of thousands of active delivery partners.



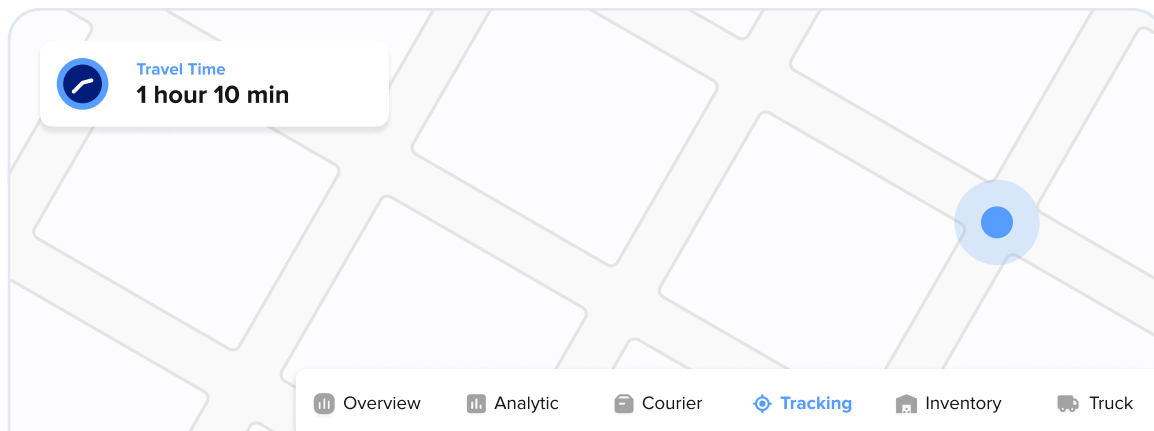
Tenna provides construction fleet managers with live asset tracking and utilization insights **across \$1 billion+** in heavy equipment, using PubNub for real-time presence and status signaling.



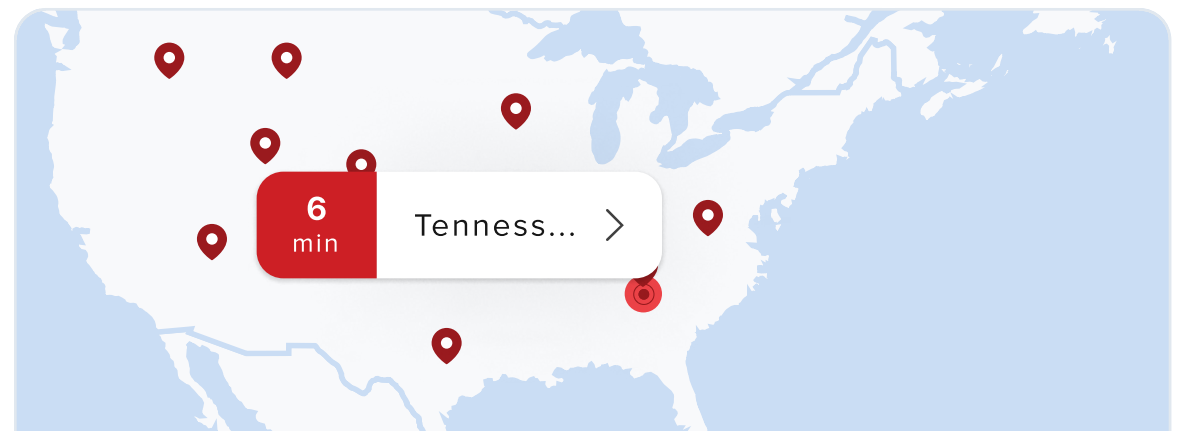
Zoomy replaced manual dispatch with real-time GPS tracking and signaling using PubNub, **supporting thousands of rides per day** across New Zealand with accurate location updates and driver status.



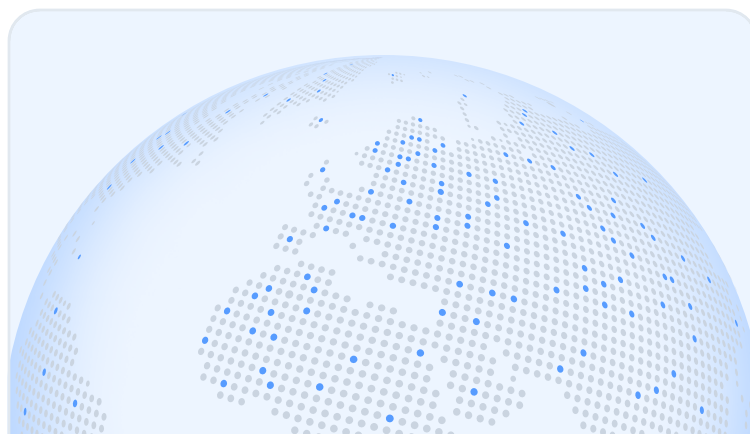
Why PubNub?



<100ms latency enables instant delivery status updates, ETA recalculations, and routing changes.



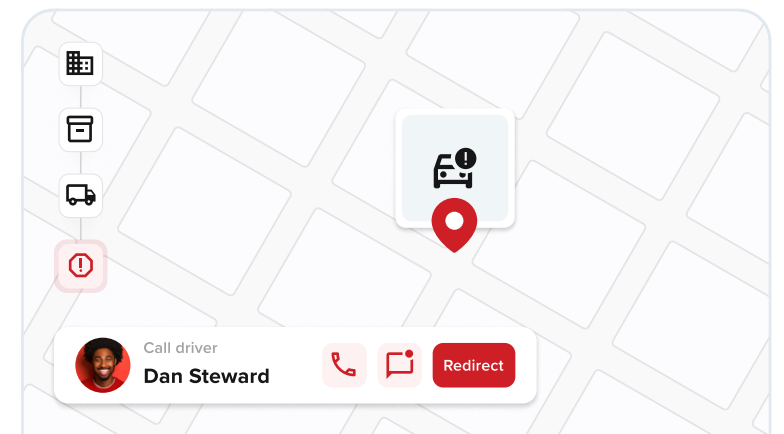
99.999% uptime ensures no interruptions during high-volume delivery windows or global coordination



Built for scale, supporting millions of concurrent data streams across geographies.



Security & compliance ready, including HIPAA, SOC 2, and GDPR for regulated logistics environments.



Edge compute and Decision Intelligence empower faster reaction times and localized event processing.

Maximize Your Fleet Efficiency with PubNub

Ready to unlock real-time visibility, dynamic coordination, and smarter delivery operations? PubNub empowers logistics providers to streamline fleet management, improve customer satisfaction, and reduce costs, all the while scaling effortlessly to meet the demands of modern supply chains.



Visit us at www.pubnub.com