



OUR GUIDE TO
SURFING THE LOGISTICS TIDE:
THE **TOOKAN**
EBOOK



FOREWORD

Today's competitive business landscape can only brook so much in terms of trial and error.

We know the reason why everything is calculated, planned and sketched out when it comes to big business decisions.

This goes double for the on-demand economy. This new economy, 'gig economy', sharing economy (a variety of names can be used) is also competing with traditional models of operation, in addition to cultivating competition within its own participants. It has been cited to be volatile, risky yet fast-paced and exponential for growth.

To survive in an environment of this sort, technology is a must. Gone are the days where businesses could shy away from the machine, to operate in isolation – the economy simply does not allow for that.

Start-ups and enterprise-level businesses alike suffer from the various problems that have plagued work for a long time – inefficiency, lack of regulation, problems with follow-ups and tracking and many, many more that would be too tedious to reproduce here.

Many businesses, when they do venture into the on-demand economy, also need to focus on logistics and delivery. These aspects can be hard to manage analogously.

However, this is where we extend our hand in the technological direction. For focused, driven, adaptive growth, we need to adapt a powerful platform that caters to our needs and streamlines our operations using avant-garde methodology.


In that vein, we introduce you to Tookan, our online platform for all management related concerns. Be it KPI driven growth, tracking your agents on field or even providing Business Analytics that are actionable in their scope, Tookan manages to be the one-stop- shop for all your problems.

Tookan also evolves to match the needs of the business landscape, with new features rolling in on the fly.

This eBook aims to educate you about Tookan and its services in some depth – also discussing its applicability to various sectors in the on-demand economy. In that vein, it is our belief that this will create a concise, uncomplicated image of the technology that we use, and the various solutions that we can provide with complete transparency.

We look forward to working with you and optimizing your business to a level of efficiency that has never been tapped before.

Happy Reading.



Let's start by answering
the most basic question.

Tookan is, as mentioned in the foreword, a powerful online platform – complete with dash board and mobile app – for optimising businesses.


Now the way in which these businesses can be optimized are many, and are sector dependent.

To give a small example –

Let's just say that you manage a food delivery company, and need to track all your agents on field. Tookan, in this case, can help you do that simply by giving you a bird's eye view of your employees in real time, using GPS and tracking technology – right on your handheld device with minimal complications.

Tookan can solve many such logistics based concerns with powerful routing and mapping technology that is integrated within.

And that's just the tip of the iceberg.



TOOKAN

in essence, is the nu-age innovation for work itself – it reinvents the way in which traditional workplaces function. Another illustrative example:

Here, imagine that you are handling a multi-stage delivery project. You need to manage several aspects of this particular product, from troubleshooting to prototyping, to marketing and communications. In addition, if you are an enterprise level business, then you have managerial stresses to deal with – particularly to do with streamlining communication, so that all teams are on board and tackle the problem efficiently.

Tookan can help you automate this process efficiently, by managing all your teams and agents from one centralised dashboard. It can automate scheduling and reminders, so that the process runs like a well-oiled machine. It provides you with metrics to measure progress in real time. All of these are invaluable ways to keep your life hassle-free – even as you may be managing the next disruption in your sector.

Lastly, the question of foresight. If business decisions are made haphazardly in this economic climate, it only spells doom for your enterprise. The economy is not always forgiving in terms of the mistakes it allows you to make – hence, analytics become extremely important.

With intelligent data-mining software to crunching big data in order to provide invaluable insights, Tookan gives you actionable knowledge on your enterprise. Based on these analytics, one can make a clinical decision that will surely benefit the business in a positive way – be it short term, or for the long run.

The competitive edge can only be maintained by staying on top of your game, and Tookan enables just that.

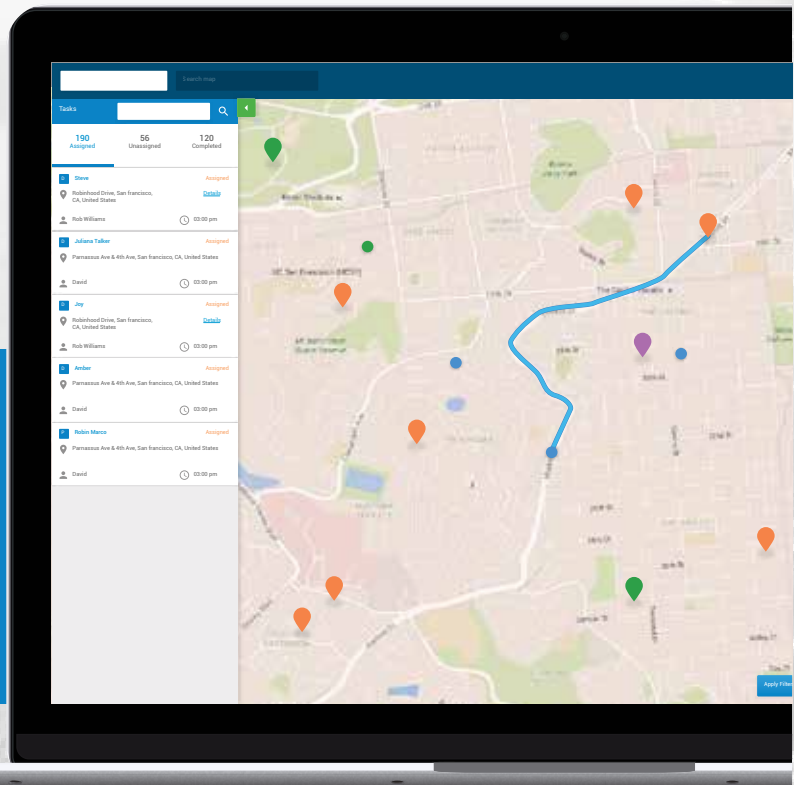
Now that we've gotten this out of the way, let us have a look at the logistics sector and its fine points in order to understand why it is the backbone for many, many start-ups envisaged by entrepreneurs today.

TOOKAN's

CORE MODULES

To understand how Tookan functions, we break it down for you into core modules.
All of these modules work in tandem to create the Tookan experience.

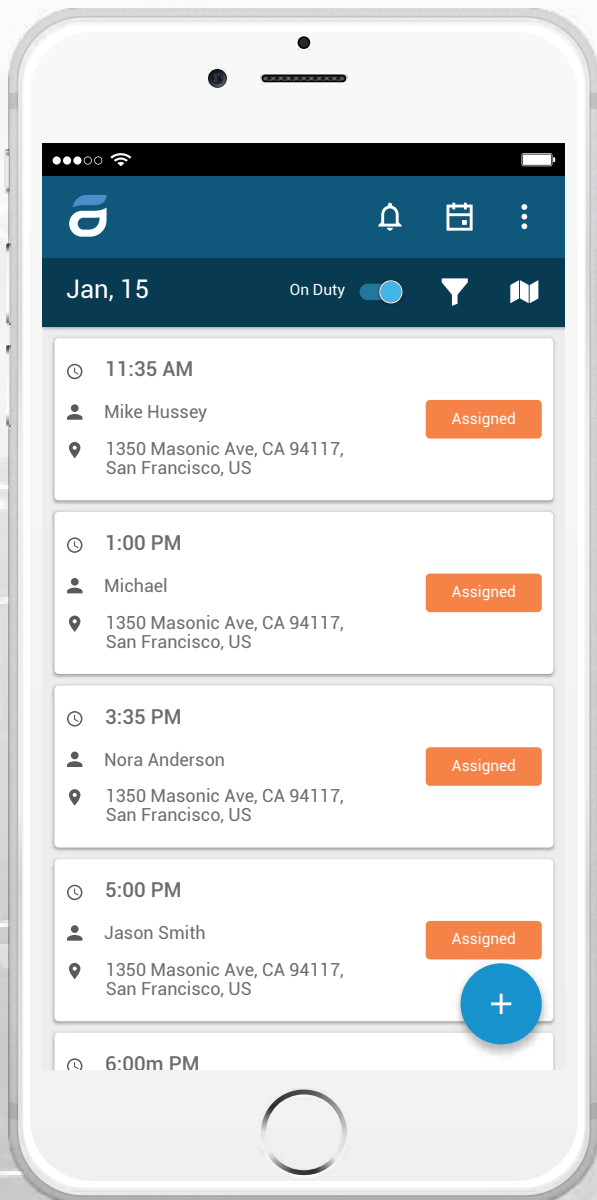
1 WEB BASED DASHBOARD



Enables live tracking of the fleet and allows you to streamline your operations by centralizing the dispatching, allocation and scheduling of jobs/deliveries while consolidating all the data and analytics in one place.



TOOKAN's



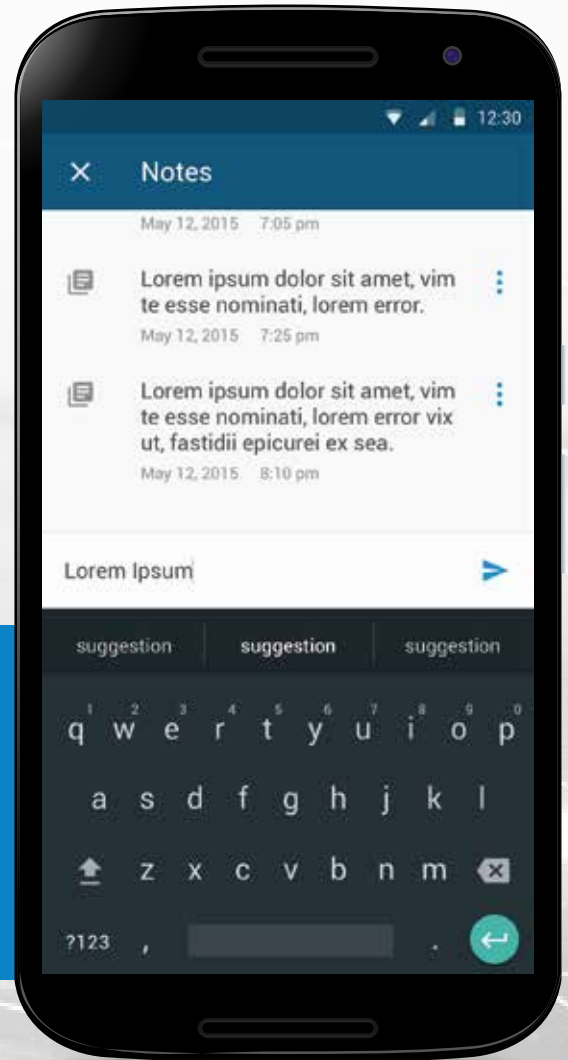
NATIVE MOBILE APP

For your fleet/runners/drivers that automatically notifies them of a new job in real time, makes it easy to interact with your customers, find directions and complete jobs.



TOOKAN's

CUSTOMER SIDE INTERACTION



A widget that notifies them at the key points of the transaction and allows them to track the delivery or service provider from the mobile phone.

As can be observed, Tookan is truly poly-functional, catering to both, the demand and supply side of affairs. Juggling both is often the ideal spirit for on-demand, as asset ownership is often kept to a minimal – the chicken and the egg problem is no stranger here.

FEATURES

A CONCISE LIST

EYE IN THE SKY ●

Tookan has a very powerful map-based interface. Geocoding and geomapping solutions are its greatest strength. With this, you will be able to keep a track of all your enterprises and business operations on the map.

● ORCHESTRAL CO-ORDINATION

Taking geo-coding and fencing a step further, we arrive at co-ordination that can be only compared to a perfect symphony. Manage and track your workforce on field effortlessly with Tookan – no agent will be off the radar, or missing without notification. Route Optimization adds smoothness to your operation, showing your agent where to go, taking external factors into account.

AUTO-ASSIGNATION ●

With high grade Application protocols in place, auto assign tasks to your agents. Protocols will also take into account distance, availability and route conditions in order to secure the most optimal agent for the task at hand.

● CLINICAL SCHEDULING

Creatures of habit? No problem. Accommodate for all repetitive tasks instantly, or over time by looping them into our powerful scheduling system. This is doubly helpful for logistics, as dispatching, scheduling and managing orders can be taken care of with our highly efficient solutions.



KNOW YOUR CUSTOMER

Extend your technological prowess to include the customer within your ambit. Know who they are, their patterns, repetitions and get in touch with them for added impact. You don't even need to handle this manually – Tookan will send trigger messages and even parse emails for you, all with the power of its Consumer Relationship Management Software (CRM). In addition, give them transparency as concerns your operations. Let them know where your agent is and estimated time for the beginning and the completion of tasks with reminders and notifications.

THE NEW WORKFORCE

Using integrated or customized Key Performance Indicators (KPI's), evaluate your workforce in the tasks that they carry out. Time taken for tasks, successes and failures and distances travelled by your mobile workforce – ALL can be taken care of by Tookan. Befriend efficiency in this dynamic work environment.

BUSINESS INTELLIGENCE

Tookan isn't simply a current problem solving software. It can give you a glimpse into the future with its Analytical prowess. Diagnose and understand your business using its data mining and analysing functions. Turn information into decisions that enable your business to thrive in this volatile economy. Visualize a better tomorrow, today.

CLINICAL SCHEDULING

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PRICING

If our product is dedicated to transparency in its functioning, then it would be hypocritical if our pricing was not. All the charges you see here are simple, with no hidden costs and expenses in our pre-determined packages.

We also understand that your business is unique. For this, you can have customized packages to suit your needs – flexibility is not a concern.

FREE FOREVER - \$0/MONTH

For those who want a taste of Tookan, this can be a suitable option.

- Allows the usage of only 3 agents.
- You can create up to 300 tasks per month.

AGENT BASED - \$10/AGENT

The most popular package to date – used by start-ups and small enterprises.

- Preferable for businesses with a short task duration.
- Advantageous when dealing with large pool of tasks against a countable force.
- Unlimited Tasks per agent can be assigned.

TASK BASED - \$0.1/TASK

For those who wish to pay per task and deal with heavy-duty enterprise level management.

- Preferable for businesses involving tasks with completion timings that may span over several days.
- Billing only for the tasks undertaken.
- No restrictions on workforce.



TOOKAN

IMPROVING BUSINESSES

TOOKAN FEATHERFORCE

There's no extant enterprise level business that can yet refuse a neat, tidy and cost-effective solution to their operational hitches.

We understand that these types of businesses are often plagued by several problems – with several levels of operation come the dreaded evils in the form of

Miscommunication

Mismanagement

Delayed, or faulty decision-making

Expenditure: In terms of time and resources, both in the past and present, leaving an uncertain future.

1
2
3
4

Are you a large workforce organization with a heavy operations-based business? Do you have high payroll costs for training and on-boarding employees? Are you facing redundancies in many sectors?

Tookan Featherforce can be a decisive catalyst for healing and improving your business. We have solutions that can decisively minimise the losses incurred by these. Shedding excesses and lending wings to even the heaviest behemoth business is our forte. Experience a new level of efficiency, like none other.



WHY

TOOKAN

Employee KPI

Automation Analytics

Enterprise Resource Management

Cloud Operations

Industry

AVAILABILITY – A SCHEDULING FEATURE

In most conventional businesses, scheduling and such is often done with the tedious excel sheet – while it may enable organization, it is simply too cluttered. Moreover, its automation capabilities are too low, and you spend much of your precious time carefully making schedules when you'd rather be doing something else.

You could also leave the scheduling to a dedicated individual, or a group of them – but again, onboarding or making someone do this would be an additional waste of resources.

No matter how you examine the scheduling problem, most conventional methods fall short in terms of giving you the right effort to efficiency ratio. In that vein, we introduce to you our new feature, a powerful scheduling tool for Tookan – termed Availability.

Foresight is important. With this tool, you can plan for the week, or for the month depending on your employee availability and keep track of whether the schedules are maintained or not.

All of these things give your employee the freedom to manage their work schedules well in advance, plan for the leaves they may intend to take and in turn, you make your operation more efficient. You also avoid over or under-paying your employees since your scheduling and its fulfillment dictates that.

Availability also automates reminders and other notices to employees pertaining to their schedules. Employees can receive updates via SMS or other media, helping them stay on top of their game. Knowing when to work and when to take the needed break is equally important.



THE IMPORTANCE OF LOGISTICS

Logistics are an important facet of the on-demand scenario. Many online platforms specialize in bringing the demand side and the supply side together – often supplying the service 'on-demand', at the consumer's convenience.

This convenience manifests in many forms. It blurs the boundaries of time and space in order to deliver any service, in the comfort of the workplace, the house or whatever the target area may be. This involves a great deal of mobility and adaptability, primarily dealing with logistical concerns.


The reason why this section is included, is because Tookan provides the solutions to many of these problems which plague every entrepreneur, when they venture into the on-demand economy.

Tookan can juggle a lot of variables when it comes to solving your logistical problems – but it is important to know what they ARE – the lists

There are a smattering of variables when it comes to logistics.

The optimal route, the right weather, the right packaging, the right mode of transport, the right speed – and the timely arrival of the service once the demand has been conveyed is essential for EVERY delivery.





Amplify that to a several hundred deliveries being made every day and you've got quite a task on your hands.

This can only be aided by cohesive mapping and geocoding solutions on a powerful mobile platform.

There are many market segments in the on-demand economy that employ logistical services.

Some of them are:

1

On-demand delivery: the key sector for logistics.

2

On-demand transport (Personal): exemplified by Uber.

3

On-demand freight movement: Any sort of cargo or goods transported en masse.

4

On-demand Home Services: From fixing a doorknob to getting furniture.



THE DELIVERY SECTOR

The on-demand delivery segment consists of companies and service providers that give door-to-door delivery, dealing in an array of products.



These products can roughly be detailed as follows:

Groceries: perishable and otherwise ●

● **Food Delivery:** Ready to Eat services, or ready to cook deliverables

Restaurant Orders: Middlemen facilitating gourmet class cuisine in your living room ●

● **E-Commerce:** Books, Tech Gadgets, Clothing, Stationery and many more

Delivery Services: They'll take whatever you want from A to B ●

TOOKAN CASE STUDY:



OrderJoy

<https://tookanapp.com/orderjoy/>

<https://tookanapp.com/orderjoy/>

A woman with blonde hair, wearing a white t-shirt, is standing on a city street and hailing a taxi by raising her right hand. A yellow taxi with a 'TAXI' sign on its roof is visible in the background, slightly out of focus. The scene is set in an urban environment with buildings and other vehicles in the background.

THE TRANSPORTATION SECTOR

P E R S O N A L

With the on-demand focus on the service and not really ownership of said service – mobility becomes key in the transportation sector for many of those who'd rather not own a car.

You just want to be mobile, at your convenience.
These services can be classified into:

- **Taxi services:** Hail a taxi, guaranteed
- **Carpooling services:** Find those with the same destination and share the car with them
- **Bicycle, motorbike and car sharing:** Depots of vehicles with pickup and drop points – reservation based

TOOKAN CASE STUDY:



<https://tookanapp.com/jugnoo-2/>

FREIGHT MOVEMENT AND ON-ROAD LOGISTICS

Welcome to the era of optimized shipping and delivery. There are now tons of services that will strive to ease routing, shipping and facilitate several relays in order to move cargo and goods seamlessly.

These methods can be manual, but given the spirit of the on-demand economy, the technological alternative beats other options by a great margin, preferably in the form of a software or an algorithm.

There are three types of services outlined in this segment:

Carrier-shipper matching (Manual Broker):

Companies need goods delivered?
Services match them to appropriate carriers, albeit manually.

Algorithmic and Software based-matching for local freight:

The same type of service, facilitated by a software or algorithm. These services usually deal with low volume, high mobility types of goods, albeit manually.

Algorithmic and Software based-matching for international, overseas freight:

Pretty self-explanatory, these services increase profits and minimise travel time due to their high matching capacities and routing solutions.

HOME & BUSINESS SERVICES

Finally, we arrive at the fourth section. The services in this segment specialize in connecting home service providers to the right customers.

Laziness can be very real with the sheer amount of service that can be delivered to your doorstep.

Here are some broad categories for you to realise the array:

Specialization Services:

Repairmen and maintenance of specialized equipment, on- demand.

Home Upkeep and Refurbishment, and Care:

All varieties of home repairs, painters, babysitters and doctors.

Animal/Pet Care:

The modular, busy family can still have a pet if they have the access to these services. From grooming to walking your dog, there's a person on-demand for all these needs.

TOOKAN CASE STUDY:



<https://tookanapp.com/hellodhobi/>



SYNERGY:

OUR INTEGRATIONS

We at Tookan also believe in seeking help to bolster our own platform. Synergy is one of our most valued tenets, and the effort dedicated to building synergy is evident in the form of our integrations.

Tookan has integrated with several other, potent platforms that allow it to tap into their databases and templates, making it very easy to launch businesses connected to that sort of service.

For example, for the restaurant-ordering mechanisms, Tookan has tie-ups with Revel, GloriaFoods and the Open Dining Network – all which have their own solutions for optimizing the process.

For e-commerce, there is a tie-up with Shopify and PinacleCart – giving you solutions which let you tap into a consumer base and reach out to customers easily.

Tookan has also integrated with Stripe for making online payments secure and more convenient – Stripe is a platform backed up and used by many noteworthy players, managing money to the tune of billions in over 25 countries.

This page links you to all our integrations, if you wish to read more:

www.tookanapp.com/integrations/

CONCLUSION

Modern day businesses have several options to choose from, if they do choose to optimize their business with the help of technology. However, the entire process is moot even if people have the right knowledge – but cannot make the right decision.

This eBook serves the purpose of acquainting you with our powerful online platform, Tookan, and its various applications as concerns your next on-demand venture.

Be it on-demand delivery, or transportation, Tookan has only improved the nature of businesses it has been associated with.

Case-Studies are testament to that fact.

If you enjoyed reading this eBook, found it remotely helpful or simply an interesting launchpad for a tentative future in the on- demand scenario, we consider it to be a small victory. We would be even delighted to have further discussions with you regarding the same, should you decide to seek our help.

So do not hesitate to give us a call – there's a whole world at your fingertips, awaiting one simple click.

TOOKAN