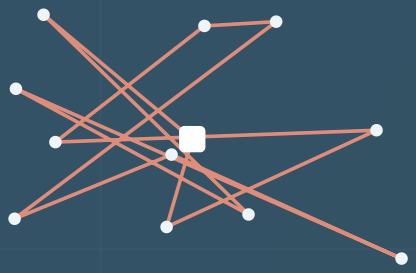
afdal

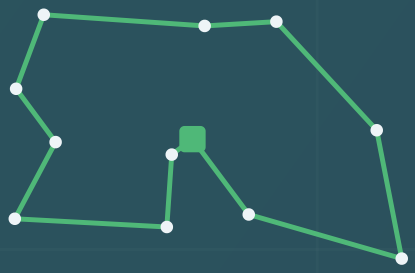
LIVE IN PRODUCTION

TODAY — THE MANUAL SEQUENCE



Zig-zags, backtracking, overtime

WITH LAFFA — THE OPTIMIZED SEQUENCE



Same stops, same trucks — a shorter day

LAFFA · FLEET ROUTE OPTIMIZATION

Same fleet. Same drivers. 5–20% less of everything else.

Laffa is Afdal's delivery optimization package: a web platform for the dispatcher, a mobile app for the driver, and an API for the systems you already run. One optimization engine behind all three.

SURFACE 01

Web Platform

Plan, compare and dispatch entire fleets

SURFACE 02

Mobile App

Stops in, turn-by-turn out — on the driver's phone

SURFACE 03

B2B API

One endpoint into your TMS, ERP or WMS

5–20%
fewer working hours spent on the road

5–20%
less fuel burned per delivery round

5–20%
lower CO_2 for the same deliveries

CLIENTS ACROSS

Lebanon · Tunisia · Saudi Arabia

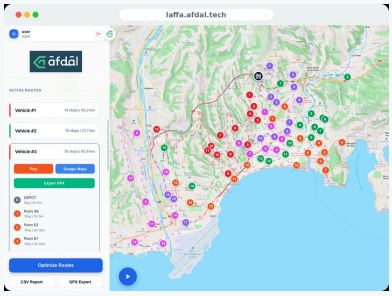
laffa.afdal.tech

THE PACKAGE

One engine. Three surfaces.

Every person who touches a delivery gets the tool that fits them — and all of them are served by the same optimization engine, so the plan on the dispatcher's screen is the route in the driver's hand.

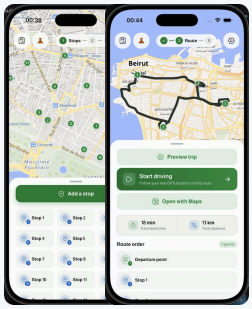
Web Platform — LIVE



FOR THE DISPATCHER

- **Multi-vehicle, multi-stop** routing with capacity, time windows, priorities and multi-depot constraints
- **Trade-off explorer** — several strong plans to choose from, not one rigid answer
- **Live map & playback**, CSV and GPX export, one-click hand-off to Google Maps

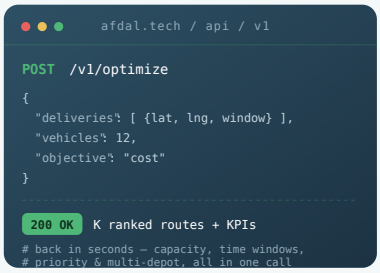
Laffa Mobile — LIVE



FOR THE DRIVER

- **Stops in seconds** — typed address, map pin, Google location, or a client's WhatsApp pin
- **Optimize and drive** turn-by-turn, with no dispatcher in the loop
- **Arabic, English and French**, on the driver's own phone — no new hardware

B2B API — LIVE



FOR YOUR IT TEAM

- **One endpoint** — `POST /v1/optimize` returns ranked routes and KPIs in seconds
- **Plugs into your stack**: TMS, ERP or WMS. No migration, no rip-and-replace
- **Same engine** as the platform, production-grade and already sold to a client

What changes in the first month

Nothing about your fleet changes. The order in which it drives does — and that single change moves every operating number you track.

–5–20%	**–5–20%**	**–5–20%**	**–5–20%**	**+ hours**
Working hours on the road	Kilometres driven	Fuel and running cost	CO_2 emissions	Freed capacity for additional deliveries

Measured on live client operations: **19% efficiency gain** and **14% cost reduction**. The range is honest — the gain depends on how much slack today's manual plan carries. Tight, repetitive rounds land near 5%. Many stops, many vehicles or shifting demand land near 20%.

ALREADY RUNNING WITH CLIENTS ACROSS

Lebanon

Delivery and distribution fleets, on a street-speed model built from 6M+ routing queries

Tunisia

Distribution and last-mile operators running daily multi-vehicle rounds

Saudi Arabia

Logistics operators in one of the fastest-digitizing markets in the GCC

BEYOND THE SAVINGS

It doesn't only optimize.

The percentages are what get a manager's attention. These five capabilities are what make operations teams keep using Laffa after the first month.

1 Delivery time estimation & order sequencing

Every stop gets a realistic arrival time and every round gets a defensible order. Trucks are loaded in the sequence they will be unloaded, and your customer desk can tell a client when the driver will actually arrive — not "sometime today".

Cleaner loading · fewer "where is my order?" calls · real traceability for the client

2 Resilience: any driver can run any round

The route lives in the plan, not in one driver's head. A stand-in — or a new hire who has never worked the zone — follows the same optimized sequence turn by turn. Sick days, holidays and turnover stop being operational emergencies.

Zone expertise stops being a single point of failure

3 Analytics and what-if scenarios

Move a depot and see the cost before you sign the lease. Model driver vacation schedules, truck maintenance windows, a seasonal peak, a new client zone or a vehicle off the road — the engine re-plans and prices each scenario in minutes.

Depot siting · vacation planning · maintenance windows · fleet sizing

4 Pricing built on your real cost

For any request you know, before you quote, exactly how many drivers and how many kilometres it takes to serve it. Quoting stops being a guess and becomes arithmetic — and you walk into the negotiation with a number you can defend line by line.

Know your true cost before you quote it — and prove it at the table

5 Full traceability of your resources

Kilometres per vehicle, hours per driver, fuel consumed, CO_2 emitted, stops served — recorded per route and exportable. The same export answers your client's SLA question, your finance team's cost question and your ESG report.

One export · three audiences · no spreadsheets rebuilt by hand

Why the plan is worth trusting

Laffa is not a template or a rule of thumb. It is a research-grade optimization engine, wrapped in tools an operations team can actually run.

Real constraints
Capacity, time windows, priorities, multi-depot and driver shifts — modelled, not ignored

Simulation before commitment
A digital twin stress-tests every candidate plan against the day that actually happens

Choice, not a verdict
Several strong plans ranked side by side, so you pick the trade-off you can live with

STRAIGHT ANSWERS

The four questions we always get.

Fair objections deserve honest answers. Here are ours.

Q "Our drivers know the zone and the roads better than any software."

A They almost certainly do — and Laffa uses that knowledge rather than replacing it. But **knowing the network is not the same as knowing the optimal order to visit it**. With just 15 stops there are more possible sequences than there are seconds in the age of the universe; no human, however expert, can examine them all. The engine can. And there is a second answer, simpler than the first: **that driver will one day be sick, on holiday, or gone** — and the knowledge leaves with them.

Q "We don't have the data for this."

A You don't need a data project to start. The mobile app takes stops **the way you already receive them**: an address typed by hand, a pin dropped on the map, a Google location, or the location a client sends you over WhatsApp — dropped straight into the app. No TMS export, no clean database, no IT ticket. Integration through the API comes later, if and when you want it.

Q "We have a big event / peak season coming — now is not the moment."

A The peak is exactly where manual planning loses the most: more stops, more vehicles, more pressure, less time to think. **Load the extra volume and let the engine plan the additional rounds before the day arrives** — compare two or three scenarios in an afternoon instead of improvising at 6 a.m. Clients who onboard ahead of a peak see their largest single-week gain during it.

Q "Do you use real-time traffic data?"

A Yes and no — and the honest answer is the more useful one. Real-time traffic describes the road *now*; a round that starts at 07:00 and ends at 14:00 will not be driven under "now". So we built something better suited to a full working day: **a historical street-speed model**. For Lebanon alone, a cleaned dataset of **over 6 million routing queries** gives us an estimated speed for each street at each time of day — far more predictive than posted limits, and matched to how your drivers really drive.

Ask your Afdal contact for a **pilot on one week of your own delivery data**. You will see your numbers, not ours.

Dr. Ali Al Zoobi

FOUNDER & CEO

PhD in optimization and complex systems (Inria). Industrial deployment at RTE; optimization SaaS for supply chain at DCBrain. Afdal exists to close the gap between cutting-edge optimization research and what industry actually uses.

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