



# TAKING IT TO THE LAST MILE

**HIGH-END LOGISTICS STARTUP  
GOES THE DISTANCE WITH  
WORKSTREAM COLLABORATION**



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**Coolfire has been an invaluable partner in our critical journey to automate tracking, visibility, and collaboration for last mile logistics. They have been diligent with deadlines, adaptable to changing requirements, and always receptive to refining their platform so it works to ensure our ongoing success.**

**Gary Vinson, CFO/COO  
Ready Set**

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## SITUATION

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Ready Set—a high-end logistics provider—based in the San Francisco Bay Area with other locations in Sacramento, Atlanta, and Austin began full operations in February 2019. Expected growth to other major U.S. markets expected throughout 2022.

This disruptive startup specializes in “last mile” delivery services for flowers and food with a major twist in the road. The concept of last mile delivery has been sizably expanded by Ready Set to include a 50-mile radius. This is a distance far greater than all other metropolitan last mile logistics providers such as DoorDash, Grubhub, and Postmates which normally only cover a fractional 10–15-mile radius. The idea was to, “make the net bigger to catch the fish,” according to Ready Set.

Currently, Ready Set has nearly 200 executives, staff, and drivers handling their volume of roughly 400+ deliveries per day with its highest concentration in the flower markets. Their business model generally involves working with large, nationally recognized brokerages for flowers and food such as FTD, 1-800-Flowers, and Foodee.

Because Ready Set is obsessively client-focused they will only work with top brokerages or carefully vetted direct clients. This ensures the highest quality and reliability of products for a secure chain of custody to the end-customer. To be considered, direct clients must meet a minimum number of large weekly orders or span more than 5 major metros.

A typical food delivery for Ready Set ranges from 25 and upwards of 1,200 people at a time for large organizations like Google or Microsoft in the Silicon Valley area. Aside from catered food and traditional flower deliveries, Ready Set also works with high-end floral designers specializing in creative works of art. These delicate arrangements need to be maintained and kept in a preserved condition until arrival at their final destination.

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**Gary Vinson, CFO & COO**  
Ready Set



To help facilitate the logistics process for both flowers and food, Ready Set is developing its own proprietary tote bag system and collapsible/stackable bins. Delivery containers are temperature controlled and spill-proof. They are rated up to 3 hours (hot or cold) to consistently maintain the integrity of all products for end-customers.

Ready Set also takes its promise of top-notch customer service a step further down the road than other last mile logistics providers. They have a comprehensive help desk—something nonexistent in the flower market—that leads the way in receiving, routing, and tracking all orders until a successful delivery.

## CHALLENGES

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As a high-growth startup, Ready Set faced several immediate challenges and pain points regarding data entry, routing, tracking, and visibility of their last mile deliveries (ambitiously expanded to a 50-mile radius). To start, the original process was largely manual and involved large amounts of data entry from flower and food brokerages using a patchwork of tools like Google Sheets and Trello. To make matters worse, the major brokerages did not offer an easy way to access data—like an Application Programming Interface (API)—to automate the exchange of data from their own systems.

Gary Vinson, CFO and COO of Ready Set, said "The tools we were using were not comprehensive enough to handle many of the complexities of the business. There was little real-time visibility into the status of deliveries and we absolutely needed to know what was happening as it was happening." He further added, "Things got really tricky as we continued to change tools around. During our early period, we went through four different apps without finding an integrated solution that could holistically address the needs of the business and its many stakeholders. Many companies we evaluated did have the bandwidth to support new ideas we knew we'd need to scale up our business."

For Ready Set, some of the specific workstream challenges and pain points requiring a robust solution included the following:

- Ability to give brokerages visibility into their deliveries so they can effectively communicate with their customers
- Real-time ETA and updating for end-customers awaiting status of their deliveries

- Communication of delays to end-customers to reduce frustration
- Use of GPS tracking for deliveries from start to finish
- Capability to schedule multiple pick-up and drop-off locations
- Enhanced two-way communication with delivery drivers including route adjustments

## SOLUTION

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Through a mutual colleague, Ready Set was introduced to Coolfire which has a battle-tested platform—Coolfire Core—designed specifically for collaboration and workflow on the move. It was built to connect teams to the people, processes, and information they need to work together in real-time.

**The Coolfire platform—which was already GPS enabled—was set up to track delivery drivers in real-time and allow other important stakeholders, such as the brokerages, to have complete visibility into the entire process.**



drivers in real-time and allow other important stakeholders, such as the brokerages, to have complete visibility into the entire process. The app makes use of geofences, triggers, and automated actions showing when a driver is arriving and leaving from different locations using a GPS pin.

After a thorough review process, Coolfire’s integrated platform checked all the critical boxes for Ready Set. In late 2020 they decided to go the distance with Coolfire as its technology partner. The intent of the first phase was to develop a tailored app experience using Coolfire’s platform in the San Francisco Bay Area market. Further refinements would be made from the results of the beta test and then rolled-out to other metropolitan areas.

After the kick-off, the Coolfire team immediately went into action, configuring Coolfire Core to address all the major challenges experienced by Ready Set. The Coolfire platform—which was already GPS enabled—was set up to track delivery

Coolfire's platform was configured to accurately calculate ETAs in real-time—using an effective algorithm to determine on-time and late statuses. Multiple stops for pick-ups and drop-offs were added to the mapping function included the ability to manually organize a route for real-time adjustments as needed. The app also enabled drivers to easily communicate any issues back up the chain using Coolfire's built-in chat function. Ready Set was also able to switch drivers after a route started while seeing an overview of all drivers in real-time—something they were unable to do before.

Another issue handled by the Coolfire app included a workaround to the FTD flower delivery app. During high volume and lucrative holidays—such as Valentine's Day, Mother's Day, Thanksgiving, and Christmas—the FTD app is known to crash. Each holiday is the equivalent to a normal month of flower deliveries for Ready Set. Each FTD app failure or data loss resulted in lost revenue for the company and a poor experience for the end customer. To mitigate the failures, Ready Set moved their daily delivery operation into the Coolfire Core app to ensure accurate and fast deliveries.

Coolfire also worked with Ready Set to improve some of the issues they had previously been experiencing with inconsistent picture uploads used for proof and quality of a delivery. With Coolfire, Ready Set can now easily upload multiple pictures without any transmission issues, stretching or skewing of pictures, and unintended replacements of pictures already saved.

Lastly, Coolfire has been working to help with the automated integration of data from brokerage sources. Due to source API limitations, all data can only be exported in a comma-separated values (CSV) file format. Coolfire's solution has been to import all of this data in the CSV format into Coolfire's app which already has a vast amount of API capabilities built-in.

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## THE FUTURE

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Looking down the road, Ready Set has plans to scale up operations to support additional delivery types and to expand into additional metropolitan markets. To support the growth, the Coolfire app will also expand to ensure Ready Set remains compliant by adding additional functionality. In the near-term, Coolfire is adding barcode scanning and additional integration points with Ready Set operations.





## ABOUT

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Coolfire provides core and enterprise level solutions to make it easier for teams on the move to stay connected to the critical information they need to effectively do their jobs. We help people, teams, and businesses get their work done better, faster, and easier.

Our technology is literally battlefield tested. With our roots in the military, Coolfire is used in everyday military operations where we empower people through our collaboration and communication technology in some of the most challenging environments.

Today, we help teams across multiple industries complete their own unique missions successfully.

## CONTACT

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