



MoveTheWheels

MoveTheWheels gives a logistics operation one record from order to proof of delivery, so a small team can run a large network on exceptions.

PARTNER
CHEAT SHEET
MOVETHEWHEELS.COM

Control tower

Owned-fleet dispatch

Warehouse and inventory

Multi-modal freight

Published pricing

WHAT IT IS

One platform for orders, shipments, routes, fleets, warehouses and inventory, with a control tower over the whole network.

30-SECOND PITCH

Most logistics teams run an order tool, a warehouse package, a fleet tracker and a pile of carrier portals. MoveTheWheels puts all of it on one record, so a booking becomes a tracked, proven delivery.

PROBLEM WE SOLVE

- Orders, warehouse and fleet in separate systems
- Nobody knows where the freight is
- Dispatch planned by hand every morning
- Empty miles and missed delivery windows

VALUE PROPOSITION

- One record from order to proof
- Owned fleet and drivers built in
- Exceptions surfaced, not status chased
- Published prices, no quote cycle

IDEAL CUSTOMER

Mid-market operations with 50 to 500 vehicles, one to three warehouses, and their own drivers.

Not a fit: Under ten vehicles, or asset-free brokers wanting load boards.

WHO YOU ARE TALKING TO

Dispatcher — How many screens before 6am?

Fleet manager — Which truck is free now?

Warehouse manager — Still keying stock in twice?

Owner — Three logistics bills, no view

TOP USE CASES

- Book and dispatch a load
- Track freight to proof of delivery
- Run the exception control tower
- Fulfil from warehouse straight to dispatch
- Sequence multi-stop routes

CAPABILITIES

- Order management
- Shipment tracking
- Route sequencing
- Fleet register
- Driver dispatch
- Warehouse and inventory
- Control tower alerts
- Analytics and finance
- Proof of delivery
- Role-based access

PRICING

Free	\$0 forever
Starter	\$99/mo or \$79/mo annual
Growth	\$399/mo or \$319/mo annual
Business	\$999/mo or \$799/mo annual
Enterprise	From \$12/vehicle/mo list; \$9/vehicle/mo annual at 250+

Free tier, then \$99, \$399, \$999 monthly; Enterprise per vehicle.

COMPETITIVE LANDSCAPE

project44 — They watch freight; we run it
FourKites — Visibility layer, no warehouse or fleet

Manhattan Associates — Same breadth, without the 18-month rollout

Samsara — Fleet only; we add orders and warehouses

WHY US

- One spine, order through proof of delivery
- Owned fleet dispatch is first-class
- Published mid-market pricing, four regional bands
- Governance inherited, not bolted on

PROOF & CREDIBILITY

- Role-based checks on every operation
- Redacted audit entry per action
- Early product, no reference customers yet

DEMO

Live at app.movethewheels.com; book a walkthrough on the 1-1 call link.

TALKING POINTS

- Replaces three tools with one record
- Small ops team runs a big network
- Free tier proves value before purchase
- Grows to enterprise without re-platforming

OBJECTION HANDLING

"You are a young product"

Sign up free and run a real week yourself.

"We already use a fleet tracker"

Keep it. We add orders, warehouses and delivery execution.

"Is it secure enough?"

Permission checks at the edge, plus a redacted audit trail.

DISCOVERY QUESTIONS

- How many systems touch one shipment?
- Who owns the trucks and drivers?
- How is dispatch planned each morning?
- What happens when a load runs late?
- How long does audit evidence take?

SPOT A GOOD OPPORTUNITY

- Own or lease 50+ vehicles
- Warehouse and delivery under one roof
- Spreadsheets between order and dispatch
- A renewal or audit forcing a date
- Fewer than ten vehicles
- Asset-free broker needing load boards

HOW TO INTRODUCE US

"I know a logistics platform that puts orders, fleet, warehouse and tracking on one record. Worth twenty minutes?"

LEAD HANDOFF

Company, contact, fleet size, warehouses, current tools, and the deadline that made them look.

PARTNER COMMERCIALS

10-15% of first-year collected revenue; up to 15% reseller margin.

USEFUL LINKS

MoveTheWheels website movethewheels.com

Create a workspace or sign in

app.movethewheels.com

Documentation docs.movethewheels.com

Use-case library movethewheels.com/use-cases

Comparisons against the alternatives
movethewheels.com/vs

TALK TO US

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BOOK A 1-1 CALL

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