

LOGISTICS AND SUPPLY CHAIN PLATFORM

MoveTheWheels

One control tower for orders,
shipments, fleets and
warehouses, across road, air,
ocean and rail.

ORDERS AND SHIPMENTS

FLEET AND DISPATCH

WAREHOUSE AND STOCK

CONTROL TOWER

AI-NATIVE



The short version

MoveTheWheels is one system for everything a business does to move physical goods, from the moment an order is placed to the signature at the door.

Most operations that move freight run on a tangle of tools that were never designed to meet. An order system in one place, a transport tool in another, a separate warehouse package, a spreadsheet of carrier rates, a pile of carrier portals, and an inbox full of delivery paperwork. The numbers never quite line up, so somebody spends their morning reconciling them, and nobody can see the whole network as a single picture.

MoveTheWheels puts the whole lifecycle on one record. An order becomes a shipment, the shipment gets a route, the route gets a driver and a truck, and every status change is written onto the same record rather than re-keyed into the next system. Warehouses, stock, the goods catalogue and the customer directory sit on that same spine, so receiving, picking, dispatch and delivery are one continuous flow instead of four handovers.

On top of that sits the control tower: a single operational view over shippers, carriers and warehouses that surfaces the shipments that need attention rather than asking someone to watch all of them. That shift, from chasing status to working exceptions, is what lets a small operations team run a large network without things quietly falling through.

THE PROMISE

One record from booking to proof of delivery, so nobody has to ask where the freight is.

What the shape of it means

1

One record

An order becomes a shipment, gets a route, gets a driver and a truck, on the same record with no re-keying between systems.

4

Modes, one shipment

Road, air, ocean and rail legs can sit on a single shipment, each priced by the formula that mode actually uses.

Day 1

Governance included

Roles, audit, tenant isolation, billing, notifications and multi-lingual interface arrive with the product, not as a later project.

6

Roles, pre-seeded

Six operating roles are created in every workspace automatically, so access control is configured before anyone logs in.

Who it is for

Small and medium businesses moving freight

You have outgrown spreadsheets and a handful of point tools, but an enterprise suite means a six-figure budget and a year of rollout. This gives you the same lifecycle without either.

Manufacturers with inbound and outbound flows

Production schedules and supplier inbound have to line up with what is actually on the road. One spine from goods receipt to customer delivery removes the nightly reconciliation.

E-commerce and multi-channel sellers

Stock and orders have to stay honest across channels through peak, and a delivery promise you cannot see is a promise you cannot keep. Inventory, fulfilment and tracking sit on one record here.

Freight brokers and capacity matchers

Matching loads to capacity across many carriers means comparing options and tracking commitments in one place instead of a dozen tabs and a phone.

Third-party logistics providers

You run several clients on one operation and need strict separation, client-facing status, and transparent billing. Tenant isolation and per-workspace roles are built in rather than improvised.

Operations and supply-chain leaders

You are accountable for delivery, cost and service levels, and you need the network as one picture with an audit trail you can hand to a reviewer without a project.

Carriers and fleet operators

Dispatch, routes, driver rosters, vehicle documents and proof of delivery are the business. They are first-class objects here, not a bolt-on module beside a carrier-management tool.

What breaks today

None of the problems below are exotic. They are the ordinary friction of moving goods, and they are expensive precisely because everyone has learned to live with them.

Orders, shipments and fleet live in different systems

The same load is typed in three times, the three copies drift, and the version that is wrong is discovered by a customer rather than by you.

- One data model carries the order, the shipment, the route, the vehicle and the driver, so a change in one place is the change everywhere.

Nobody knows where freight is until someone asks

Visibility becomes a person, not a system. Half a dispatcher's day goes into answering questions the platform should already have answered.

- Every status change is written to the shipment as a typed tracking event, so the tracking view always reflects the latest known reality without a phone call.

The warehouse and the road are two separate worlds

A packed order is re-entered as a shipment, addresses are retyped, and the gap between shelf and door is where errors and delays quietly accumulate.

- A fulfilled order hands off to dispatch on the same record. Receiving, putaway, picking, packing and dispatch all write to one stock and freight history.

Routes are planned by hand and empty miles burn margin

Stops are sequenced from memory, a single late drop cascades into missed windows, and fuel spend is only understood after the month has closed.

- Routes carry ordered waypoints, an assigned vehicle and driver, and estimated against actual distance, duration and fuel cost, so the cost of a plan is visible while it still can be changed.

What breaks today, continued

Paperwork lives in an inbox

Bills of lading, delivery proofs and customs documents get separated from the load they belong to, and settlement stalls while somebody hunts for a PDF.

- Documents attach to the shipment they belong to and are searchable and shareable from the same record the tracking timeline sits on.

Exceptions are found after the customer finds them

A delayed load surfaces when a receiver complains. By then the cheap options, re-route, re-book, warn early, have all expired.

- The control tower lists every shipment still moving past its promised delivery time, oldest breach first, so attention goes where it is needed instead of across a full list.

Access control is an afterthought

Everyone ends up with everyone's access, which means a driver can read the whole roster's licence records and a facility lead can see network-wide cost.

- Six operating roles are seeded into every workspace, each granting exactly what its job needs. Driver and customer records carry a stricter default than the rest of the system.

Enterprise capability arrives with an enterprise rollout

The mid-market chooses between tools that are too narrow and suites that take a year and a consultancy to stand up.

- The whole lifecycle is available from the free tier upward. Plans change capacity and governance depth, not which parts of the product you are allowed to use.

What you get

The product is built from a small number of first-class objects. Every screen, report, permission and integration is a view onto one of them, which is why the numbers agree with each other.

DEMAND

Orders

The demand-side anchor: type, priority, customer, line items, pickup and delivery addresses, and a status history that records every transition as an auditable ledger.

MOVEMENT

Routes

An ordered set of waypoints with an assigned vehicle and driver, plus estimated against actual distance, duration and fuel cost. Optimising a route re-sequences its stops and recomputes the totals.

REFERENCE

Goods catalogue and customers

Each item is defined once with SKU, dimensions, weight, declared value and handling flags for hazardous, fragile and temperature-controlled goods; each customer once with contacts, addresses and identifiers.

FREIGHT

Shipments

A unit of freight in motion, with origin, destination, cargo detail, carrier, tracking number, estimated against actual delivery, and a status that walks from planned through in-transit to delivered, failed or returned.

ASSETS

Fleet and drivers

Vehicles by type, from van and motorcycle through semi-trailer, refrigerated and flatbed, with status, mileage, fuel, documents and maintenance signal; drivers with licence class and expiry, certifications and availability.

NETWORK

Provider marketplace

A directory of vetted carriers, third-party logistics providers, warehouses and specialists with ratings, verification and discoverable offerings, so a capacity gap can be filled without buying assets. In active development.

VISIBILITY

Tracking timeline

Typed events, created, picked up, in transit, arrived, departed, out for delivery, delivered, failed, turn scattered updates into one honest narrative of what happened to a load and when.

STORAGE

Warehouses and stock

Facilities with storage locations, inventory held against goods and locations, and a transaction record for every movement, so the stock figure is a consequence of recorded events rather than a typed number.

EVIDENCE

Analytics, export and audit

Dashboard, delivery, fleet and finance figures computed from the live record, a report surface that can run on a schedule, an export path, and one audit entry per operation with the actor attached.

Put to work

Sixteen ways the same spine is used by different people on the same day. Where a capability is still being built, it says so.

SHIPPING MANAGER

Book a load once and have it tracked from that moment

The bind. Booking freight means an email to a carrier, a spreadsheet row, and a promise you cannot verify until someone replies.

- The load exists as a tracked object from the first click, not from the moment somebody replies.

SHIPPING MANAGER

Follow freight to a signature instead of chasing it

The bind. After a booking, the only honest answer to where is it is usually I will find out and call you back.

- A delivery closes with evidence attached, rather than an email thread that has to be believed.

ACCOUNT MANAGER

Keep the customer base and its order history on one record

The bind. Customer details live in three spreadsheets and one person's memory, so every booking retypes a name and an address.

- New bookings inherit the customer instead of re-describing them, and history stays attributable.

DISPATCHER

Run the day from a live board rather than a phone

The bind. Matching loads to capacity is phone tag, and the board is only as current as the last person who remembered to update it.

- Coverage decisions are made from the current picture instead of from the last time somebody called round.

FLEET OPERATOR

Sequence a multi-stop route and see what the plan costs

The bind. Stops get ordered from habit, and the cost of that habit only shows up in the fuel bill weeks later.

A route holds an ordered set of waypoints, a vehicle and a driver. Asking the platform to optimise re-orders the stops nearest-first, rennumbers them, and recomputes estimated distance and duration from the tour it actually built. It is plain arithmetic a driver can re-check by hand, and the estimate sits beside the actual once the route is run.

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- A plan you can question, and a variance between estimate and actual that is visible the same week.

FLEET MANAGER

Keep every truck road-legal and earning

The bind. Registrations, insurance and service intervals live on paper, and an unplanned breakdown ruins a week of committed loads.

Every vehicle sits on one register with its type, status, plate, mileage, fuel, documents and maintenance signal, and every driver with licence class and expiry, certifications, status and assignment. The driver register is the compliance record for the whole operation, which is why it is governed more tightly than the rest of the system.

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- Maintenance and licence expiry become a plan rather than a fire drill.

WAREHOUSE LEAD

Make stock accurate at the dock, not at the count

The bind. Inventory accuracy is discovered during a stocktake, which is months after the moment it was actually lost.

Inbound deliveries are scanned and verified against the advance notice, and putaway is directed to the storage locations pickers can work from. Every movement writes an inventory transaction, so the stock figure is derived from recorded events rather than typed in and hoped for.

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- Every downstream pick, count and order is built on a number that has a history behind it.

WAREHOUSE LEAD

Define an item once, with the rules it has to travel by

The bind. The knowledge that a drum must not sit near heat, or a pallet must stay cold, lives in somebody's head rather than on the item.

Each item in the goods catalogue carries SKU, category, dimensions, weight, declared value and handling flags for hazardous, fragile and temperature-controlled goods. Inventory tracks stock against those items and order lines reference them, so the handling rules travel with the goods into fulfilment and transport rather than being remembered.

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- When a cold-chain item appears on a load, the record already says so and nobody has to recall it.

Exceptions, reporting and capacity

OPERATIONS MANAGER

Work the exceptions instead of watching the list

The bind. A manager cannot watch every shipment, so the ones that need attention are found by whoever complains loudest.

Ask the control tower for alerts and it returns the shipments still in flight whose promised delivery time has already passed, excluding anything delivered, returned or failed, each with a delay type and a plain one-line message, ordered by how long ago the window closed. It is a deterministic query over live freight, and it is honest about telling you exactly one thing.

- A small operations team can run a large network by managing what is off-track rather than reading what is not.

OPERATIONS ANALYST

Stop rebuilding the same report every week

The bind. Every operations review runs on the same handful of numbers, and someone reassembles them from scratch each time.

Browse the report surface, generate what the review needs, export it, and schedule the recurring ones so they are ready before anyone asks. Because reports read the same live order, shipment, fleet and warehouse records the dashboards use, the figures agree with the screens rather than being a second version of the truth.

- The weekly report becomes a scheduled artefact instead of a Monday morning.

LOGISTICS BROKER

Fill a capacity gap without buying a truck

The bind. When your own fleet is short, finding vetted capacity means calling round and trusting a reputation you cannot check.

The provider marketplace is designed as a directory of carriers, third-party logistics providers, warehouses and specialists, each with a type, a rating, contact detail, a verification flag and discoverable service offerings, with providers attaching to shipments as carriers so the directory is part of the freight spine rather than parked beside it. This is in active development: the experience is being built and the capacity behind it is not yet available.

- Stated plainly so it is not mistaken for a shipped capability: the design is settled, the directory is not yet live.

PLATFORM ADMINISTRATOR

Fit into the stack you already run

The bind. Nobody replaces a transport, warehouse and finance stack in one go, so a new platform usually becomes one more silo.

The whole product is available over one API, so freight, stock and order data can flow between MoveTheWheels and the transport, warehouse, resource-planning and carrier systems you already run. Access to every operation is governed by the same role checks the interface uses, and every call leaves an audit entry, so an integration is as accountable as a person.

- Connective tissue across the stack, with the same governance whether the caller is a person or a script.

Integration, assistants and evidence

OPERATIONS MANAGER

Ask a question without losing your place on the board

The bind. Answering a small question means leaving the screen you are working on and rebuilding your context afterwards.

- Questions get answered where the work is happening, with the cost of the answer metered rather than discovered later.

AUTOMATION ENGINEER

Drive the freight desk from an agent, as yourself

The bind. Automating logistics usually means a service account with more rights than any person, and no record of what it did.

- Automation inherits your ceiling instead of being granted its own.

SETTLEMENT ANALYST

Close the loop between the delivery and the invoice

The bind. Somebody opens a delivery proof beside a carrier invoice, compares both to the shipment, and types the difference into a spreadsheet.

- Evidence is already structured and attributable; the automated comparison against it is the next piece.

COMPLIANCE ADMINISTRATOR

Answer what happened without depending on anyone's memory

The bind. The question after an incident is always who did this and when, and the honest answer is usually a reconstruction.

- A trail that stays a trail, rather than quietly becoming a second copy of your customer and driver data.

Built AI-native

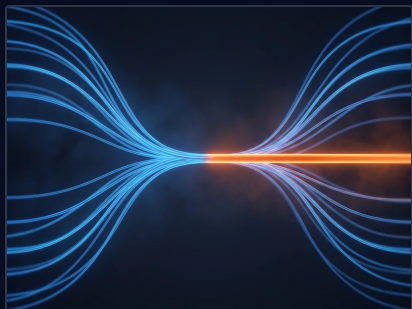
AI that works your freight desk under your own permissions, and marks its own roadmap honestly.

Most logistics AI fails on the data rather than on the model. Freight is scattered across a transport system, a warehouse tool, a set of carrier portals and an inbox of paperwork, so before anything intelligent can happen someone has to decide which copy of a shipment is true. MoveTheWheels does not have that problem to solve, because the order, the shipment, the route, the tracking timeline and the proof of delivery are the same record the dispatch board already shows.

That is what makes the AI here a participant rather than a reporting layer. The assistant reads the live workspace through the same permission checks the screens use, so an answer is drawn from the rows a colleague will see a minute later, never from a nightly export. An external agent connected over the open Model Context Protocol reaches the same records through the same gateway, signed in as the person who authorised it, so what a person cannot see or change, their agent cannot either. Every action, whoever initiated it, writes the same shape of audit entry.

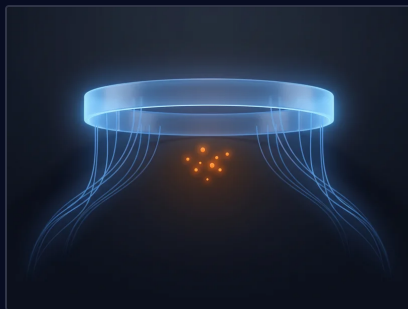
The other half of being AI-native is refusing to call arithmetic intelligence. Stop sequencing and late-delivery alerts are plain, repeatable calculations that a driver or a dispatcher can redo by hand, which is exactly what you want from a number an operation has to trust. The judgement layer, choosing a driver, a truck or a carrier, predicting an arrival, ranking risk by consequence, is designed and clearly marked as roadmap rather than dressed up as something that already runs.

Four pillars



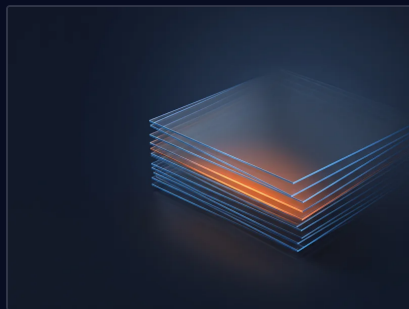
One record, not five systems

Order, shipment, route, tracking and proof of delivery are the same record the dispatch board shows. There is nothing to reconcile before the AI can answer, and nothing to explain away when its answer differs from a screen.



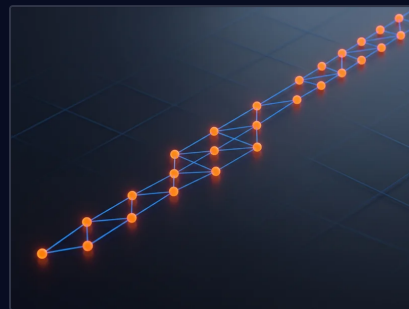
Your access is the ceiling

The assistant and any connected agent act as you and never hold an identity of their own. Driver-facing work is tighter still: capturing proof of delivery is re-checked in the resolver against the driver actually assigned to the job.



Every action leaves a receipt

An agent deleting a route and a dispatcher deleting the same route produce the same record: who acted, what changed, which shipment it touched, and whether it worked. Sensitive fields are redacted before anything is written.



Arithmetic where arithmetic wins

Stop order and missed-window alerts are calculations, not predictions, so they are reproducible and re-checkable. Model judgement is reserved for the decisions that genuinely need it, and marked roadmap until it lands.

What the AI can actually do

An assistant on every logistics screen

Not a destination you navigate to. A button in the corner of each screen, ready to answer about shipments, fleet, routes, warehouses and orders.

Shipped. The question happens where the work happens, without costing you your place on the board.

Answers read from live freight

Customers, cargo, delivery jobs, vehicles, drivers, warehouses, shipments, routes and proofs of delivery are all readable by the assistant, scoped to your workspace.

Shipped. Nine record types, read from the current rows rather than from a copy taken overnight.

Credit check before every answer

Each turn checks the workspace AI credit balance before it starts and reports what it consumed when it finishes.

Shipped. AI spend becomes a number you watch rather than a surprise at the end of a billing period.

The freight desk as agent actions

A Model Context Protocol server exposing 87 named actions across thirteen areas, from booking and assignment through tracking to reporting.

Shipped. Your own agent can do what you could do by hand, and no more.

Read-only agent views

Four resources an agent can read without acting: a domain overview, a dashboard snapshot, fleet statistics and the active-delivery board.

Shipped. Cheap context for an agent that needs orientation before it touches anything.

Guided agent walkthroughs

Two prompts that walk an agent through the common paths: an order from booking through pickup, transit and delivery, and a fleet-operations sequence.

Shipped. Less prompt engineering for the operator, more predictable behaviour from the agent.

Shipped today

Deterministic stop sequencing

Optimising a route re-orders its stops nearest-first, renumbers them, and recalculates distance and duration from the order it actually built.

Shipped, and deliberately not a model. A driver can re-check the number rather than take it on faith.

Redaction before storage

Licence numbers, tax identifiers, business licences, emails, phone numbers and credential-shaped field names are removed before an audit entry is written.

Shipped. The trail cannot quietly become a second copy of your customer and driver data.

Rule-based late-shipment alerts

One list of every shipment still moving after its promised delivery time, oldest breach first, excluding anything delivered, returned or failed.

Shipped. Blunt and honest: it tells you time has run out, once it has.

An AI operations page that tells the truth

The page exists in the product, deliberately hosts no second chat box, and names the panels still to come rather than pretending they exist.

In progress. It replaced an earlier page whose feature list was never actually built.

One audit entry per action

Every operation is filed under whoever made it, person, assistant or agent, with the action, the record touched and the outcome.

Shipped. It is what makes an agent's delete exactly as reviewable as a dispatcher's.

On the roadmap

Entity-aware questions

Open the assistant on a shipment, route, vehicle or warehouse and have it already know which one you mean.

Roadmap. Today only the page reaches it, so naming the record you mean gets the better answer.

Freight document reading

Extract fields from bills of lading, delivery proofs and carrier invoices, match each to the shipment and delivery job it refers to, and flag the line that does not reconcile.

Roadmap. Proof-of-delivery capture is live today; the reading and reconciliation of paperwork is not.

Dispatch plans and carrier suggestions

Propose a driver and truck for an open load, recommend a marketplace carrier when your own fleet is short, and suggest a fix when a lane fails.

Roadmap. Each will arrive as a card with reasoning and a confidence, and nothing is written until a dispatcher accepts it.

Demand forecasting and capacity planning

Project stock and ordering patterns forward and position capacity against them, so shortage is caught across the network rather than one late shipment at a time.

Roadmap. Reorder points and low-stock counts run today; the forecast above them does not.

Predicted arrivals and a scheduled sweep

Predict arrival from the tracking timeline and lane history, rank risk before the delivery window closes, then sweep everything in flight on a schedule and draft a fix for approval.

Roadmap. It turns a flat list of late loads into a queue ordered by consequence.

And what keeps it in bounds

The AI inherits your access, never its own

The assistant and connected agents act with exactly your permissions and stop where you would. There is no privileged identity behind them to escalate through.

Every field declares the permission it needs

Each query and mutation carries a declared resource and action, and the gateway checks it before the request ever reaches the product. A failed check means the resolver never runs.

Driver-only work is re-checked in the resolver

Capturing proof of delivery is scoped to the calling actor and verified against the driver actually assigned to the job, so an assistant acting for a dispatcher cannot sign for someone else's delivery.

One receipt per action, whoever made it

Person, assistant or agent, each action is filed the same way, naming the actor, the action, the record touched and the outcome, including the error text on failure.

Sensitive detail stripped before it is stored

Licence numbers, tax identifiers, business licences, emails and phone numbers are redacted, and captured arguments and results are capped by depth, array length, key count and string length.

Guardrails, continued

Cost is metered per workspace

A credit balance is checked before a turn begins and consumption is recorded when it ends, so AI spend attaches to the workspace that caused it rather than arriving as an aggregate.

One chat box, deliberately

There is a single assistant in the product and no second chat surface anywhere. An earlier page that implied one was removed rather than left in place to mislead.

Nothing is written on a suggestion

The planned decision engine surfaces a proposed assignment with its reasoning and confidence and waits for an explicit accept. The dispatcher stays accountable for the plan rather than downstream of it.

Confirmation before an agent deletes

Roadmap, and the most important gap to state. Thirteen agent actions can delete records or adjust stock, and today they run on the first ask. Until the confirmation step lands, connect agents with the same care you would give a shell.

Run history, evaluation and undo

Roadmap, all three. There is no purpose-built ledger of what an automated run decided and cost, no evaluation set that regression-tests answers before a change ships, and no documented undo path for a write an agent initiated.

Reachable from, and in numbers

REACHABLE FROM

- The in-product assistant, mounted on every logistics screen in the web application
- Any Model Context Protocol client, including editor and desktop AI clients, over the published tool surface
- Read-only agent resources: domain overview, dashboard snapshot, fleet statistics and the active-delivery board
- The AI operations page, which today reports honest status rather than hosting a second chat box
- The same assistant inside the desktop build and the install-like mobile web experience, as those ship
- Automation and scripts, through the same governed API the assistant and the interface both use
- Scheduled reporting, where recurring runs read the same live records the assistant reads
- Planned: dispatch decision cards and a scheduled risk sweep, once the shared multi-model runtime and run ledger land

IN NUMBERS

- 87 named agent actions across thirteen areas, from booking and assignment through tracking to reporting and analytics
- Four read-only agent resources and two guided walkthrough prompts alongside them
- Nine live record types the assistant can read: customers, cargo, delivery jobs, vehicles, drivers, warehouses, shipments, routes and proofs of delivery
- Five stages in the pipeline behind an answer: context, retrieval, decision, approved write and receipt
- Thirteen agent actions can delete records or adjust stock, and they run today without a confirmation turn
- One audit entry is written per operation, with redaction applied before storage in every case
- Route optimisation is a nearest-first tour recomputed from the order it built, with no model in the path
- Late-shipment alerts are a single deterministic comparison against the promised delivery time, ordered by breach age

Stated plainly

What the AI does not do yet, stated plainly. It does not choose a driver, a truck or a carrier for you; the dispatch and carrier recommendations described here are designed and not built. It does not predict an arrival time, so an exception is still a post-mortem rather than a forecast. It does not read your paperwork; proof-of-delivery capture is live but extraction and settlement reconciliation are not. It does not yet know which shipment or route you have open, only which page you are on, so naming the record gets a better answer. It has no domain answering guide, no evaluation set that tests its answers before a change ships, no ledger of what an automated run decided and cost, and no undo path for a write an agent initiated. And the one that matters most on the day you connect an agent: destructive actions run on the first ask, without a confirmation step. Every one of these is tracked work, and none of it is a shipped claim.

Who does what

Six operating roles are seeded into every workspace automatically, plus network and billing roles above them. Nobody builds this by hand, and a resource a role does not list is denied rather than merely discouraged.

Logistics director

Delivery, cost and service-level performance across the network

Owns the entire freight network in the workspace, including the two registers nobody else may permanently remove from: the customer directory and the driver roster.

- Set up warehouses and fleet
- Govern the driver register
- Read network and finance analytics
- Govern the customer directory
- Full authority over jobs and freight
- Only seat that may permanently delete master data

Operations and dispatch manager

The control tower and the live dispatch board

The busiest seat in the product. Turns orders into shipments, sequences routes, matches loads to drivers and trucks, and clears exceptions across the network.

- Book freight and raise shipments
- Assign loads to drivers and vehicles
- Adjust stock across facilities
- Plan and re-sequence routes
- Cancel and void jobs, shipments, routes
- Read the customer and driver registers

Fleet manager

Uptime, maintenance, fuel, licences and certifications

Owns the trucks and the people who drive them, including the licence and certification record that is the compliance evidence for the whole operation.

- Add and retire vehicles
- Govern the driver register
- Read shipments and jobs
- Track maintenance and fuel
- Assign fleet to routes
- Read fleet analytics

Warehouse lead

The stock record and the goods catalogue

Runs a facility end to end: receiving, putaway, picking, packing, and the hand-off of a fulfilled order into dispatch as a shipment.

- Receive and direct putaway
- Maintain storage locations
- Advance orders into shipments
- Adjust and write off stock
- Maintain the goods catalogue
- Read fleet and route status

The field, the review and the bill

Fleet driver

The assigned route and the loads on it

The mobile field seat, deliberately the narrowest of the operating roles: it advances reality on the road and reads nothing it does not need.

- Run an assigned route
- Post pickup and delivery events
- Report vehicle status, fuel, mileage
- Mark stop arrivals
- Capture proof of delivery
- No access to the driver roster or customers

Control tower analyst

Delivery, cost and service-level evidence

Leadership, finance and compliance review. Reads the whole operational picture and every analytic, exports evidence, and changes nothing.

- Read the live network picture
- Filter the activity timeline
- No write access anywhere
- Read delivery and cost analytics
- Export evidence for review
- No access to customers or drivers

Freight billing manager

Subscription, quotas and freight spend

The billing seat above the workspace: subscription, plan, quota and invoice management for the account, kept separate from operational authority.

- Manage the subscription and plan
- Access invoices and billing history
- No operational write access
- Review quotas and add-on capacity
- Assign the read-only spend role
- Separate from the network roles

Under the hood

MoveTheWheels is API-first. Everything the interface does is available over a single federated GraphQL API, so the web application, the desktop build, the assistant, a connected agent and your own scripts are all clients of the same contract rather than of separate back doors. There is no private path into the data that the product itself does not use.

Authentication and authorisation happen at the edge. Every query and mutation declares the resource and action it needs, and the API gateway validates the caller and checks that declaration before the request reaches the product. The service behind it never validates a token and never re-implements authorisation, which is what makes the rule set auditable in one place instead of scattered through resolvers.

Tenancy is the outer boundary. Every order, shipment, vehicle, driver, warehouse, route and tracking event belongs to a workspace, so isolation, roles, audit, billing and notification are properties of the container rather than features to configure. Cross-cutting services, files, comments, tags, identity, billing, scheduling and notifications, are shared rather than rebuilt per product, which is why enterprise capability arrives with the first release rather than the third.

THE SPLIT THAT MATTERS

Deterministic where it must be, model-driven where it helps. Stop sequencing, delay detection, rate calculation per transport mode and stock arithmetic are plain calculations you can redo by hand and reproduce exactly. Judgement, choosing a driver or a carrier, predicting an arrival, ranking risk, is the part reserved for a model, and it is marked roadmap rather than blended into the numbers you already rely on.

Capability by area

One freight spine

Orders, shipments, tracking events, routes, vehicles, drivers, warehouses, inventory, goods and customers are connected records in one model, so a change propagates rather than needing a sync job.

Proof of delivery

Recipient name, drawn or typed signature, coordinates with accuracy, timestamp and photo evidence are captured against the delivery job by the assigned driver, with photos held as references to the shared file service rather than as blobs in the freight record.

Multi-modal rating

A shipment can carry several legs, one per transport mode, each priced by the formula that mode actually uses: chargeable weight for air, revenue tonne or per container for ocean, tonne-kilometre for rail, distance and weight for road. Leg prices roll up into the shipment total.

Governed export

A workspace can pull its own records out through an export surface. It is a single permission with no per-entity dimension today, which means it cannot yet be narrowed to one record type.

Typed event timeline

Tracking is a sequence of typed events against a shipment rather than a free-text status field, which is what allows a timeline, a delay rule and an audit trail to be derived from the same source.

Event-driven updates

Product events are published on a durable stream, so notifications, activity timelines and downstream consumers react to what happened rather than polling for change.

Deterministic route optimisation

Optimising re-orders waypoints nearest-first over their coordinates, rennumbers the stops, and recomputes estimated distance and duration from the tour it built. Delivery windows and vehicle capacity constraints are roadmap.

Composed front end

The interface is assembled from independently built modules on a shared design system with semantic theming, so light, dark and high-contrast, keyboard navigation and screen-reader semantics behave the same on every screen.

Open standards, and what it plugs into

OPEN STANDARDS IT SPEAKS

- OpenID Connect single sign-on for enterprise identity
- OAuth 2.0 device-code flow for terminal and agent clients
- OAuth 2.0 client credentials for machine-to-machine integration
- GraphQL over HTTP as the single product API
- Apollo Federation v2 composition across the wider platform
- Model Context Protocol for AI agents and clients
- Outbound webhooks with per-workspace delivery limits
- Structured data export in open, machine-readable formats
- WCAG-oriented accessibility, keyboard shortcuts and a command palette
- Unicode locale formatting for dates, numbers and currency, with right-to-left support

PLUGS INTO

- Transport management systems, over the open API
- Warehouse management systems, over the open API
- Enterprise resource planning and finance systems
- E-commerce and multi-channel order sources
- Identity providers for single sign-on; production provisioning at the enterprise tier
- Payment and escrow providers for marketplace settlement
- Notification channels: in-app, email and webhook, with per-user preference
- Calendar and scheduling for delivery windows, maintenance and shift planning
- Carrier APIs and electronic data interchange for rate ingestion and booking (roadmap)
- Telematics, GPS and cold-chain sensor ingestion, and security event streaming (roadmap)

How it deploys

Shared cloud workspace

The default. Your workspace is isolated by tenancy on shared infrastructure, with quotas, roles and audit applied per workspace.

Dedicated tenant

An isolated database, compute and pipeline for organisations that need separation as a contractual position rather than a configuration. Enterprise tier.

Self-hosted

Deployment inside your own environment for regulated operations and data-sovereignty requirements. Enterprise tier, sized by managed fleet.

Regional data residency

Region selection for organisations with residency obligations, offered as an enterprise engagement rather than a self-serve toggle.

Client surfaces

The web application today; a desktop build and an install-like, offline-capable mobile web experience in progress; native mobile on the roadmap.

Security & trust

Security here is mostly inherited rather than invented, which is deliberate. The controls below apply uniformly across the product because they are properties of the platform underneath it, not features bolted onto one module.

Authorisation enforced at the gateway

Every query and mutation declares the resource and action it requires. The gateway checks that declaration against the caller's roles before the request reaches the product, and a failed check means the resolver never runs.

Ownership re-checked in the resolver

Proof-of-delivery capture is scoped to the calling actor and verified against the driver actually assigned to the job, so authentication alone is never treated as authorisation.

Services never validate tokens

Identity is established once, at the edge, and forwarded as signed actor context. No part of the product re-implements authentication, so there is one place to audit and one place to fix.

Tenant isolation by default

Every record belongs to a workspace, with strict per-workspace boundaries. Dedicated tenancy and self-hosting are available where separation has to be contractual, which matters for multi-client logistics operations.

Six pre-seeded operating roles

Roles are created in every workspace automatically and reconciled on every start, so access control is configured before the first login rather than assembled after an incident.

One audit entry per operation

Actor, actor type, workspace, resource, action, the record touched, the outcome and the error text on failure. A person, the assistant and an external agent all produce the same record shape.

Stricter defaults on personal data

The customer and driver records carry contact, address, tax, business-licence and driving-licence detail. Read and list on both are withheld at viewer level, and delete at editor level, so a read-only grant on either reaches nothing at all.

Controls, continued

Redaction before storage

Credential-shaped field names, driving-licence numbers, tax identifiers, business licences, emails and phone numbers are replaced before an audit entry is written, and captured values are capped by depth, array length, key count and string length.

Card data never touches the platform

Payments are handled by an established PCI-DSS-compliant payment provider, so card details are never stored by MoveTheWheels. Marketplace settlement is designed around escrow with milestone release.

Single sign-on and delegated access

OpenID Connect single sign-on, device-code login for terminal and agent clients, and client-credentials access for integrations, so no automation needs a shared human password.

Encryption in transit and at rest

Data is encrypted on the wire and in storage, with scoped access and least-privilege roles between components as the default posture rather than a hardening exercise.

Document access is scoped

Bills of lading, delivery proofs, customs paperwork and attachments live in the shared file service with signed, time-limited access rather than as public links.

Responsible disclosure

Security reports are accepted at security@movethewheels.com. A bug-bounty programme is planned to open at launch; reward tiers will be published when it does.

Quota enforcement at the action layer

Capacity limits are checked when the action is attempted rather than reconciled after the fact, so overage is a refusal at the point of use rather than a surprise on an invoice.

Stated plainly

MoveTheWheels is pre-launch and holds no security certifications today. What exists is a programme designed against recognised criteria and a published timetable: a SOC 2 Type I report targeted for the fourth quarter of 2026 and Type II for the second quarter of 2027, ISO/IEC 27001 certification targeted for the first quarter of 2027, and ISO/IEC 27701 following it. A data-protection impact assessment for driver location tracking is being completed, and the privacy programme is built against the Indian Digital Personal Data Protection Act and the GDPR, with standard contractual clauses referenced in the data-processing agreement. Anything described as aligned with a standard means exactly that, and never that an auditor has signed it. Three known limitations are worth stating rather than discovering: nested fields on a job, route or shipment can expose the linked customer's contact and tax detail and the assigned driver's licence record to anyone who can read the parent, because only top-level operations carry access checks today; warehouse and inventory access is enforced at workspace scope with no per-facility dimension, so a facility lead sees stock at every site; and destructive agent actions run without a confirmation step. All three are tracked work.

One product, many front doors

The web application is the complete product today. The surfaces around it are specified and sequenced, and each one below carries its honest status rather than an implied availability.

Web application

The full product: dashboard, orders, shipments, tracking, fleet, drivers, warehouses, inventory, routes, marketplace, analytics, finance, reports and settings. Available.

Composed workspace experience

The same product experience assembled into the wider workspace shell, so it sits alongside the other tools a team already uses. Available.

Install-like mobile web

An offline-capable, install-to-home-screen experience for drivers, dispatchers and warehouse teams working away from a desk. In progress.

Desktop application

A native build for Linux, macOS and Windows aimed at back-office and control-tower operators who want the console in its own window. In progress.

Documentation site

Product guides, API reference and integration tutorials at docs.movethewheels.com. In progress.

AI agent tool surface

A Model Context Protocol server exposing 87 named actions, four read-only resources and two guided walkthroughs. The server is built; publishing it to the public package registry is still to come.

Command-line client

Terminal-native automation, bulk operations and scripting against the logistics API, for teams that live in a shell and a pipeline. Coming.

TypeScript SDK

Typed, promise-based access to orders, shipments, fleet, warehouses and analytics for integrations and serverless functions. Coming.

Python SDK

The same API surface, idiomatic and async, for data pipelines, notebooks and supply-chain analytics workflows. Coming.

Editor and browser extensions

Orders, shipments, routes, drivers and vehicles in an editor sidebar, and a browser side panel for quick shipment lookups from any tab. Coming.

Native mobile applications

iOS and Android for drivers, covering routes, proof-of-delivery capture and on-the-go approvals. Roadmap; proof-of-delivery capture works on the web today.

Plans

Priced on the size of the fleet you manage, vehicles plus drivers, rather than on how many people log in. Every user-facing capability is available from the free tier upward; plans change capacity, governance depth, support and deployment guarantees. Prices are the planned launch configuration and are being confirmed before the 2026 launch.

FREE

\$0

Micro-businesses and evaluators who want to run a real operation before paying for one

- The full product surface, quota-limited
- 10 managed vehicle and driver profiles
- 100 orders and 100 shipments per month
- 2 admin and operations seats
- 1 workspace, 30-day analytics history
- Community support, no card required

STARTER

\$99/mo or \$79/mo annual

Small fleet operators, startups and owner-operator carriers

- 50 managed vehicle and driver profiles
- 1,000 orders and 1,000 shipments per month
- 5 admin and operations seats
- 1 workspace, 25 GB shared storage
- 90-day analytics history
- Email support under 48 hours

GROWTH

\$399/mo or \$319/mo annual

Scaling operations, small third-party logistics providers and freight brokers

- 200 managed vehicle and driver profiles
- 10,000 orders and 10,000 shipments per month
- 15 admin seats across 3 workspaces
- 100 GB shared storage
- 365-day analytics history
- Priority support under 24 hours, 99.5% uptime commitment

BUSINESS

\$999/mo or \$799/mo annual

Established multi-team logistics functions running at volume

- 1,000 managed vehicle and driver profiles
- 50,000 orders and 50,000 shipments per month
- 50 admin seats across 10 workspaces
- 1 TB pooled storage
- 730-day analytics history
- Priority support under 8 hours, 99.9% uptime commitment

ENTERPRISE

From \$12/vehicle/mo list, or \$9/vehicle/mo annual at 250+ vehicles

Large fleets, regulated organisations and multi-entity groups

- Custom capacity and multi-entity structures
- Production single sign-on and directory provisioning
- Dedicated tenant or self-hosted deployment
- Regional data residency and security event streaming
- Dedicated success management and named support
- 99.95%+ service-level agreement

How the pricing works

Priced on fleet, not on seats

The meter is active vehicles and driver profiles under management plus shipment volume. Adding people to the operations console does not raise the price within a tier, because collaboration is not the thing worth taxing.

Regional bands, not exchange rates

Four public price bands set fixed market prices per region rather than converting one list price. India, for example, is a published band: Starter is Rs 3,999 per month, or Rs 3,199 per month billed annually.

Add-ons instead of tier jumps

Capacity packs extend managed and tracked vehicles, order volume, storage, integrations and admin seats without changing plan. Feature packs cover deeper analytics retention, extended audit history, branded tracking pages and support hours. Add-ons are available from Starter upward.

Marketplace and services

Marketplace bookings carry a platform fee paid by the provider, tiered by their standing, with settlement through escrow and milestone release; the launch rates are being finalised. Implementation, migration, integration, training and managed control-tower operations are available as professional services.

Why teams choose it

One spine, not an integration project

Order, transport, warehouse and fleet are one data model rather than four products joined by nightly jobs. That removes the integration tax and the data drift that make best-of-breed stacks expensive long after the licences are signed.

Governance you can read

Six seeded roles with a documented permission matrix, an explicit sensitivity override on driver and customer records, and a published list of what the model cannot yet express. The limitations are part of the documentation rather than a discovery during procurement.

Owned fleet is first-class, not a module

Vehicles, drivers, dispatch, route execution and proof-of-delivery capture are built into the spine. Visibility platforms and fulfilment providers have no meaningful owned-fleet product, and the enterprise suites treat it as carrier management rather than as the daily workflow.

Deterministic before intelligent

Sequencing, delay detection and rating are arithmetic that can be re-checked by hand. Model judgement is reserved for decisions that need it and clearly marked as roadmap, so nothing you rely on today is quietly a prediction.

Multi-modal with real rating per mode

A shipment can carry several legs across road, air, ocean and rail, each priced by the formula that mode uses rather than by a single generic rate, and rolled up into one shipment total.

Published pricing at mid-market shape

Tiers, quotas and add-on prices are published, with regional bands rather than exchange-rate conversions, and no contact-us wall below the enterprise tier.

Enterprise foundations from the first release

Roles, audit, tenant isolation, billing, quotas, files, comments, notifications, multi-lingual interface and accessibility are inherited from the platform underneath. Most standalone logistics suites have to build or acquire these.

Collaboration, not just consolidation

The provider marketplace is designed to let an operation fill a gap with vetted capacity instead of buying assets it will not fully use. It is in active development and named here as the bet it is, not as a shipped feature.

Honest answers to hard questions

You are pre-launch. Why would we bet on this?

You should weigh that honestly. There are no live reference operations and no adoption figures to quote, and we will not invent any. What exists is a working product with the freight lifecycle built, a published roadmap that separates shipped from planned line by line, and a documented set of known limitations. If the risk of a pre-launch vendor is not acceptable for your operation, that is a reasonable conclusion to reach.

The marketplace is your headline differentiator and it is not built.

Correct, and it is the clearest gap in the story. The provider directory and the capacity behind it are in active development. Everything else described here, orders, shipments, tracking, routes, fleet, warehouse, stock, analytics and export, is built and running. Buy on the spine; treat the marketplace as upside you have not paid for.

Route optimisation sounds thin next to a dedicated optimiser.

It is thinner, and we would rather say so than let it be discovered. Today it is a nearest-first re-sequencing with recomputed distance and duration. It does not respect delivery windows or vehicle capacity yet. If constrained optimisation across a large fleet is your primary purchase reason, a specialist tool is currently better at exactly that one thing.

We would be handing an AI agent access to live freight.

Two protections are real and one gap is real. The agent acts with exactly your permissions and stops where you would, and every action writes an audit entry with the actor, the record touched and the outcome. What is missing is a confirmation step before destructive actions: deleting a shipment, route, vehicle, driver or customer, or adjusting stock, runs on the first ask. Until that lands, scope agent credentials the way you would scope shell access.

Hard questions, continued

We already run a transport system and a warehouse system.

Then the honest question is whether the seam between them costs you more than a migration would. If your teams reconcile two systems weekly, re-key packed orders into shipments, or cannot answer a delivery question without opening three tools, the seam is the expense. If the two systems already agree and nobody is retyping, the case is much weaker.

Can our drivers actually use this in the field?

On the web today, yes: a driver opens their own pending-delivery list, captures a signature, coordinates, timestamp and photos, and the job and its shipment move to delivered in the same step. An install-like mobile web experience is in progress. A dedicated native driver application is on the roadmap and not available, so if a native app is a hard requirement this is not ready for you.

What about compliance evidence for our security review?

We hold no certifications today. We can share the control design, the role and permission matrix, the audit and redaction behaviour, the data-processing agreement and the certification timetable, with SOC 2 Type I targeted for late 2026 and ISO/IEC 27001 for early 2027. If your procurement requires a current attestation report, we will not pass that gate yet.

Our data is in spreadsheets and a dozen carrier portals.

That is the normal starting position and the free tier exists for it: run a real operation, with real loads, before paying. Migration, integration and implementation are available as professional services, and the API is open enough to load reference data programmatically. What we will not claim is that any of it is a one-click import.

Where it sits against the alternatives

VS SUPPLY-CHAIN VISIBILITY PLATFORMS

They sit on top of your existing transport, order and warehouse systems and tell you where things are; MoveTheWheels is the system those things live in, so there is no data to reconcile before a question can be answered. The honest concession: their carrier-network coverage and telemetry ingestion are years ahead of ours, and if pure multi-carrier visibility across a large existing network is the requirement, they are better at it today.

VS ENTERPRISE SUPPLY-CHAIN EXECUTION SUITES

They cover comparable breadth but arrive with an implementation programme, a partner and a budget that puts them out of reach for the mid-market. We give the same lifecycle at a published price you can start on this week. The honest concession: their depth in warehouse labour management, slotting, demand planning and industry-specific compliance is far greater than ours, and at very large scale that depth matters.

VS FLEET TELEMATICS AND SAFETY PLATFORMS

They instrument the vehicle; we run the freight the vehicle is carrying, from the order behind it to the proof of delivery in front of it. The honest concession: hardware telematics, dash cameras, driver-safety scoring and hours-of-service compliance are their core product and are on our roadmap rather than in our hands, so many operations will run both.

VS LAST-MILE DELIVERY MANAGEMENT TOOLS

They optimise the final drop well and stop there, whereas the order, the stock it came from and the settlement that follows are all on one record here. The honest concession: their route optimisation and driver mobile applications are more mature than ours today, and for a pure last-mile courier operation that is most of the product.

VS E-COMMERCE FULFILMENT PROVIDERS

They execute fulfilment as a service using their own network; we give you the platform to run your own, including a fleet you own. The honest concession: if you would rather not operate warehouses and drivers at all, outsourcing to them is a legitimately simpler answer than running software.

VS SPREADSHEETS AND CARRIER PORTALS

The incumbent everywhere, and it is free, flexible and already understood, which is exactly why it survives. What it cannot give you is one version of a shipment, an audit trail, a permission model or an answer that does not require a person. The honest concession: for a very small operation with a handful of loads a week, the spreadsheet is genuinely still fine.

START TODAY

Get on the list before the 2026 launch

MoveTheWheels is in waitlist mode. The fastest way to judge it is a walkthrough against your own lanes, fleet and facilities.

- Join the waitlist to be first in line when early access opens
- Book a demo tailored to your lanes, fleet and warehouses
- Review the published roadmap and the honest split between what ships today and what does not
- Talk to us about tiers, capacity, dedicated tenancy or self-hosting

WEBSITE

movethewheels.com

JOIN THE WAITLIST

movethewheels.com/waitlist

BOOK A DEMO

movethewheels.com/contact

DOCUMENTATION

docs.movethewheels.com

TALK TO SALES

sales@movethewheels.com



MoveTheWheels is a product of Timecampus Technologies Pvt. Ltd. Pre-launch: capabilities marked roadmap or in development are not yet available. Prices shown are the planned launch configuration.