



SALES & PARTNER PLAYBOOK

# 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.

Control tower

Owned-fleet dispatch

Warehouse and inventory

Multi-modal freight

Published pricing

PREPARED BY

Burdenoff Consultancy Services Pvt.  
Ltd.

PRODUCT

movethewheels.com

BOOK A CALL

[calendly.com/vignesh-burdenoff/1-1](https://calendly.com/vignesh-burdenoff/1-1)



## 00 How to use this playbook

Read the opportunity signals and the one-question test first; they will tell you in a single conversation whether a prospect is worth pursuing. Keep the elevator and the persona hooks close to hand for the first meeting, and use the objections section when the conversation gets specific. Everything marked in progress or planned is marked that way on purpose, so quote it exactly as written rather than rounding it up.

### IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

### BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

### HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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## 01 Product Overview

MOVETHEWHEELS.COM

MoveTheWheels is a logistics and supply-chain platform that puts the moving parts of a physical-goods operation on a single record. An order becomes a shipment, the shipment gets a route, the route gets a driver and a vehicle, and every status change is written to the same timeline. Around that spine sit the fleet and driver registers, the warehouses and their inventory, the customer and cargo catalogues, and the analytics that read from all of it. Over the top sits the control tower, a single view that surfaces the shipments running late or sitting too long instead of asking someone to watch a list.

### CATEGORY

Unified logistics and supply-chain management, covering order management, transportation, warehouse and inventory, real-time tracking and owned-fleet operations, for mid-market shippers, carriers, third-party logistics providers, distributors and manufacturers.

### WHERE IT STANDS TODAY

Live and generally available. A workspace can be created today and the core spine is in daily working order: orders, shipments, tracking events, routes, fleet, drivers, warehouses, inventory, catalogues, analytics and export. The product is early and has no public reference customers yet. Several headline capabilities are honestly incomplete: route optimisation sequences stops deterministically rather than predictively, exception alerts are rule-based rather than forecast-based, the collaborative provider marketplace is in active development, and named carrier and telematics integrations are on the roadmap.

### HOW CUSTOMERS GET IT

Cloud subscription. A customer signs up, creates a workspace and is running the same day, with a free tier that carries every user-facing feature at activation-sized quotas so a team can prove value before paying. Prices are published in four regional bands, so a customer in India or Latin America is billed at the normal market price for their region rather than a converted list price. Enterprise adds dedicated tenancy or self-hosting, custom quotas and service-level commitments. Implementation, migration, carrier onboarding, training and managed control-tower operations are available as paid services.

Web application — the complete product, from the dashboard through orders, tracking, fleet, warehouses, routes, analytics and settings

Progressive web app for drivers, dispatchers and warehouse teams, installable without an app store (in progress)

Desktop application for back-office and control-tower operators (in progress)

In-product AI assistant, available on every logistics screen and bounded by the user's own permissions

Tool server for AI agents, exposing the logistics domain to any agent that supports the open agent-tool standard

GraphQL API and developer portal for integrations, automation and bulk operations

Native mobile applications for drivers, including on-the-road approvals (planned)

Documentation site at [docs.movethewheels.com](https://docs.movethewheels.com)

## 02 One-Line Pitch

### SAY EXACTLY THIS

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

### SHORTER, FOR A CHAT MESSAGE

One platform for orders, shipments, fleets and warehouses.

### THE CATEGORY SENTENCE

MoveTheWheels is a unified logistics and supply-chain platform for mid-market operations that move their own freight.

## 03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

*"Most companies that move goods run four systems that do not agree: an order tool, a warehouse package, a fleet tracker, and a folder of carrier portals. MoveTheWheels puts all of that on one record. An order becomes a shipment, the shipment gets a route, the route gets a driver and a truck, and every step lands on the same timeline. The control tower then flags only the loads running late, so a small operations team can run a large network."*

### IF THEY ARE TECHNICAL

MoveTheWheels is API-first: one federated GraphQL surface covers orders, shipments, tracking events, routes, vehicles, drivers, warehouses, inventory, cargo items and customers, so there is one integration instead of four. Every query and mutation declares the permission it needs and that check runs at the gateway before any resolver, which means an AI agent connected over the product's tool server is bounded by exactly the same permissions as the person who authorised it. Sensitive identity fields are encrypted at rest, and every operation writes a redacted audit entry with actor, workspace, target and outcome.

### IF THEY ARE A BUSINESS BUYER

You are probably paying three or four logistics vendors that do not share a record, and paying people to re-key data between them. MoveTheWheels replaces that with one subscription priced on the size of the fleet you manage rather than on how many people log in, so adding a dispatcher or a warehouse clerk costs nothing. Plans are published, there is a free tier to prove it on real work, and the same platform carries you from fifty vehicles to enterprise without a replacement project.

## 04 Problem We Solve

These are the complaints you will actually hear in a first conversation. None of them require the prospect to know what a transportation management system is.

### Four systems, none of which agree

**Who feels it:** Operations manager, IT manager, business owner

**What it costs them:** The same shipment is keyed into an order tool, a warehouse package and a delivery app. Nobody trusts any single number, month-end reconciliation is manual, and the integrations between them break quietly.

**How MoveTheWheels answers it:** One record carries the order, the shipment, the route, the vehicle, the driver and the tracking timeline. There is no nightly sync to drift, because there is nothing to sync — the warehouse and the road read and write the same row.

### Nobody can say where the freight is without ringing someone

**Who feels it:** Customer service, operations manager, the customer themselves

**What it costs them:** Status chasing eats hours a day, customers are told the truth late, and the first sign of a missed window is usually the complaint.

**How MoveTheWheels answers it:** Every transition writes a typed tracking event onto the shipment, so the status page always reflects the last thing that actually happened rather than the last time someone updated a spreadsheet.

### Dispatch is planned by hand before six in the morning

**Who feels it:** Dispatcher, fleet coordinator

**What it costs them:** Two to three hours a day disappear into working out which driver is free, which truck is ready and which route makes sense, across apps that were never designed to be read together.

**How MoveTheWheels answers it:** The fleet and driver registers carry live status, assignment and location on the same board as the loads waiting to move, so the dispatcher assigns from one screen instead of reconstructing the picture each morning.

### Empty miles and missed delivery windows

**Who feels it:** Fleet manager, transport planner

**What it costs them:** Routes are ordered by whoever built them, fuel is burned on avoidable distance, and one late stop cascades into a string of missed appointments.

**How MoveTheWheels answers it:** A planned route carries ordered waypoints, an assigned vehicle and driver, and estimated against actual distance, duration and fuel cost. Asking the platform to optimise a route re-sequences the stops and recomputes the numbers from the tour it actually built, so the figure a driver is given is reproducible.

### The warehouse and the road are two different companies

**Who feels it:** Warehouse manager, fulfilment operator

**What it costs them:** Stock is discovered short when the truck is already at the dock, and a packed order is re-typed into a delivery system before it can move.

**How MoveTheWheels answers it:** Inventory items track stock against products and locations, every movement writes a transaction, and a fulfilled order hands straight to dispatch as a shipment on the same record — no re-keying between the shelf and the door.

### Audit evidence takes days to assemble

**Who feels it:** Finance, compliance, the auditor

**What it costs them:** Proving who did what to which shipment means collating exports from several systems, and access to driver and customer records is not consistently controlled.

**How MoveTheWheels answers it:** Every operation writes an audit entry with the actor, the workspace, the record touched and whether it succeeded, with credential-like fields, licence numbers, tax identifiers, email addresses and phone numbers redacted before storage. Access is governed by roles that are seeded into the workspace rather than assembled by hand.

### The software bill keeps growing and the picture does not improve

**Who feels it:** Owner, chief executive, finance director

**What it costs them:** Three or four subscriptions, several of them priced per seat, and still no single view to take to a board meeting or a due-diligence process.

**How MoveTheWheels answers it:** One subscription priced on the size of the fleet under management rather than on the number of admin logins, with published tiers and a free entry point, so adding people to the operation does not raise the bill.

## 05 Value Proposition

Five things a partner can say with confidence, and what in the product actually backs each of them.

#### One record from booking to proof of delivery

The defining design choice is a single spine. Orders, shipments, tracking events, routes, vehicles, drivers, warehouses, inventory, cargo items and customers are connected records in one system rather than four products stitched together. That removes the integration tax, and it removes the quiet data drift that makes best-of-breed stacks untrustworthy after a year.

**Evidence:** A fulfilled order hands off to dispatch as a shipment without re-keying, and the shipment carries the same identity through route assignment, tracking events and delivery capture.

#### Owned fleet and drivers are first-class, not an afterthought

Vehicles carry a type spanning vans through semi-trailers, refrigerated and flatbed units, status, plate, mileage, fuel and location. Drivers carry licence class and expiry, certifications, status and performance. Assignment, dispatch and route execution are native workflows. For a business that owns or leases trucks, this is usually the requirement that eliminates the visibility vendors entirely.

**Evidence:** Fleet register, driver register, driver-to-vehicle assignment, status and location updates, and fleet statistics including maintenance signal are all available today.

### Exceptions come to you instead of you watching a list

Because order, warehouse, transport and tracking state live on one record, the control tower reads live state rather than reconciling reports from separate systems. Ask for tracking alerts and it returns the shipments whose estimated delivery has passed while they are still in flight, ordered by how long ago the window closed. Be precise with prospects: this is a real deterministic query over live freight, and it tells you that time has run out, not that it is about to.

**Evidence:** Rule-based delay and dwell alerts are live; predicted arrival, risk scoring and a scheduled autonomous sweep are on the roadmap.

### Governance that a 3PL or a regulated buyer can pass

Multi-tenancy, role-based access, audit, billing, files, conversations, notifications, localisation and single sign-on come from the shared platform underneath rather than being rebuilt per product. Six logistics roles are seeded into every workspace automatically, from logistics director down to fleet driver, so permissions are not a configuration project. Every field declares the permission it requires and the gateway enforces it before the request reaches the service.

**Evidence:** Roles are seeded and reconciled automatically; sensitive driver and customer identity fields are encrypted at rest; row-level isolation is enforced in the database, not only in application code.

### Priced for the mid-market, published rather than quoted

Pricing is on the size of the fleet under management, not on admin seats, so collaboration is not penalised. Free, Starter, Growth and Business prices are published; Enterprise has a published starting price. Four regional bands mean a customer in India or Southeast Asia is billed at their market price rather than a converted one. There is no re-platforming step between the free tier and Enterprise.

**Evidence:** Published tiers at \$0, \$99, \$399 and \$999 a month, Enterprise from \$12 per vehicle per month, and a free tier that carries every user-facing feature at activation quotas.

### AI that is bounded by the same permissions as the person

The assistant sits in the corner of every logistics screen rather than in a separate destination, and it reaches logistics data through the same gateway the web app uses, where every field declares the permission it needs. A tool server exposes the domain to any agent that supports the open agent-tool standard, authenticated through the platform identity layer. An agent cannot read a shipment or delete a route that the person who authorised it could not.

**Evidence:** The assistant and the agent tool surface are live and permission-enforced; be candid that destructive agent tools do not yet require a confirmation turn, and that model-driven dispatch recommendations are planned rather than shipped.

## 06 Ideal Customer Profile

A distributor, carrier or third-party logistics provider running fifty to five hundred vehicles and one to three warehouses, with its own drivers, that has outgrown spreadsheets and cannot stomach a year-long enterprise rollout.

| SEGMENT                                                                               | TYPICAL SIZE                                                        | WHY THEY BUY                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mid-market integrated operators — fleet, warehouse and delivery under one roof</b> | 50 to 500 vehicles, roughly \$10M to \$200M revenue                 | They feel every problem in this document at once: disconnected tools, manual dispatch, no answer to whether an order can be fulfilled, and stressful audits. They have a real software budget but not an enterprise implementation budget, which is precisely the gap this product was designed for. |
| <b>Third-party logistics providers running multiple clients</b>                       | 50 to 500 vehicles, two or more warehouses, multi-client operations | Client separation, client self-service and transparent billing are hard to bolt onto generic tooling and expensive to build. Workspace-level isolation gives each client its own boundary, with roles and audit inherited, and dedicated tenancy available when a client demands it.                 |
| <b>Regional carriers competing with national networks</b>                             | 100 to 300 vehicles, single or multi-state operations               | Their customers now expect real-time tracking and clean proof of delivery, which is table stakes at the national carriers. They need that credibility without an enterprise transportation system, and they need it to work with the drivers they already employ.                                    |

| SEGMENT                                                                  | TYPICAL SIZE                                                    | WHY THEY BUY                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Food, beverage and cold-chain distributors</b>                        | 30 to 200 vehicles, many refrigerated, regional delivery radius | Handling rules matter more here than anywhere: the cargo catalogue carries hazardous, fragile and temperature-controlled flags on the item itself, so the requirement travels with the goods from order into fulfilment and transport instead of living in someone's head. |
| <b>Manufacturers and distributors coordinating inbound with outbound</b> | 100 to 500 vehicles, supplier inbound plus customer delivery    | Production schedules and logistics drift apart when they run on different systems. One spine ties supplier inbound, stock and customer outbound, and the activity timeline gives finance and audit attributable evidence per actor.                                        |
| <b>Small but growing fleets making their first software purchase</b>     | 11 to 50 vehicles, \$2M to \$15M revenue                        | They are outgrowing whiteboards and are price-sensitive, which is exactly what the free tier and the \$99 Starter plan are for. Lower deal value, but a fast, self-serve motion and a natural upgrade path as the fleet grows.                                             |

#### GEOGRAPHIES

Sold globally and available online wherever a customer operates, with four published regional price bands: Band A covers the US, EU, UK, Japan, Korea, Australia, Canada and Singapore; Band B the Gulf, Eastern Europe, Taiwan and Hong Kong; Band C Latin America, Southeast Asia, Turkey and South Africa; Band D India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt. India is a first-class market with prices published in rupees, not converted. Coverage rolls out region by region, so confirm lanes with us before promising a specific country.

#### NOT A FIT — DO NOT CHASE

- Fewer than about ten vehicles. Support cost outruns the revenue and churn is high — point them at the free tier and move on rather than working the deal.
- Asset-free freight brokers whose whole job is load boards and carrier procurement. They need a marketplace with liquidity, and the collaborative marketplace here is still in development.
- A pure fleet-safety buyer whose real requirement is dash cams, driver coaching, hours-of-service and electronic logging compliance. Those are Samsara and Motive territory and are on the roadmap here, not shipped.
- An organisation locked into an on-premises enterprise resource planning or transportation system with a multi-year contract. The migration conversation is long, the win rate is poor, and neither of you will enjoy it.
- Anyone who needs a named carrier or electronic data interchange integration live on day one. Generic webhook ingestion of carrier and telematics events works today; named-carrier partnerships do not exist yet.
- Buyers choosing purely on price who will move again for a fractional saving. They churn, and they consume support that better-fit accounts need.

## 07 Buyer Personas

Five roles decide this purchase. The dispatcher or the fleet manager usually starts it, the warehouse manager can block it, the IT manager can veto it on security, and the owner signs. Open with the operator, not the executive.

### Operations manager or dispatcher — usually the first champion

#### WHAT THEY WANT

Get the right driver and the right truck to the right job, cut empty miles, keep customers informed without a phone call, and absorb a breakdown or a sick driver without the day collapsing.

**Open with:** How many screens do you have to open before six in the morning to work out which drivers are free and which trucks are ready?

**They will ask:** Can my drivers actually use this, and how quickly can I have it running with my real data rather than a demo workspace?

#### WHAT FRUSTRATES THEM

Two to three hours a day on manual dispatch planning, no single view of vehicle availability against driver hours, and permanent firefighting rather than planning.

### Fleet manager or transportation director

#### WHAT THEY WANT

Maximum vehicle uptime, maintenance planned rather than reactive, no compliance violations, and data good enough to decide when to replace a truck.

#### WHAT FRUSTRATES THEM

Maintenance alerts arrive as breakdowns, fuel costs rise with no visibility into what is driving them, and vehicle data sits in a system that knows nothing about the deliveries or the warehouse.

**Open with:** You can probably tell me the service history of every truck you own. Can you tell me which one is closest to the warehouse with a full tank and a driver available?

**They will ask:** Does it work with the telematics I already have, and what happens to electronic logging and hours-of-service compliance?

### Warehouse manager or distribution centre supervisor

#### WHAT THEY WANT

Inventory accuracy above ninety-nine per cent, fewer stockouts, faster picking and packing, and traceability that survives an audit.

#### WHAT FRUSTRATES THEM

The inventory system does not talk to the delivery system, so everything is entered twice; stockouts surface when the truck is already at the dock; and audit preparation is a manual spreadsheet exercise.

**Open with:** When an order is picked and packed, how does it get into whatever moves it — and who types it in a second time?

**They will ask:** Show me the inventory and receiving screens with realistic data, and tell me what happens to the stock records I already have.

### Owner, chief executive or general manager — signs the contract

#### WHAT THEY WANT

Grow without adding headcount proportionally, improve margin through efficiency, and have operational data clean enough for a board pack or a due-diligence process.

#### WHAT FRUSTRATES THEM

Paying several platforms that do not talk to each other, no unified view for reporting, and competitors winning work on the strength of their technology.

**Open with:** You are paying for three or four systems that do not talk to each other. What would it be worth to have one of them, and one number everybody agrees on?

**They will ask:** What does this actually cost me all in, what do I switch off, and how long before it is running?

### IT manager or systems administrator — the gatekeeper

#### WHAT THEY WANT

Less software sprawl, fewer brittle integrations to maintain, security posture that survives a customer's questionnaire, and fewer support tickets from non-technical users.

#### WHAT FRUSTRATES THEM

Maintaining bridges between three or four logistics tools, painful security reviews across fragmented systems, and no time for anything strategic.

**Open with:** How many integrations between your logistics tools are you personally responsible for keeping alive?

**They will ask:** How is access controlled, what does the audit trail actually record, where does the data live, and can I get all of it back out?

### Finance, billing or compliance reviewer

#### WHAT THEY WANT

Freight spend that reconciles to the load that justified it, cost and service-level analytics by lane and customer, and audit evidence produced in minutes.

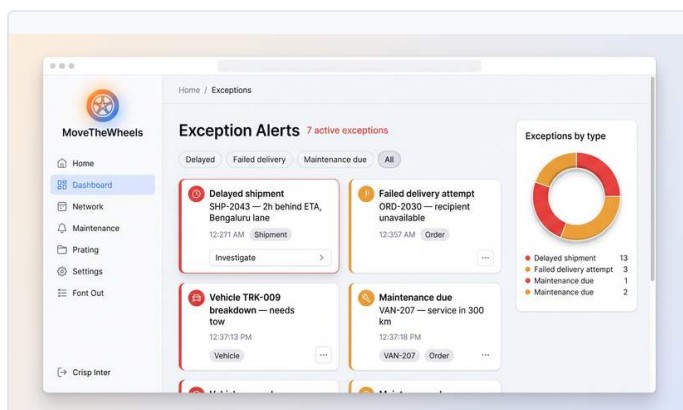
#### WHAT FRUSTRATES THEM

Charges arrive detached from the shipments they relate to, month-end is a scramble, and evidence for an auditor has to be assembled by hand from several exports.

**Open with:** When a carrier invoice lands, how long does it take you to prove which loads it covers?

**They will ask:** What can I export, how far back does the history go, and can I see who changed what?

Twelve concrete situations, each written as the bind the customer is in before the product and what changes afterwards. Where a capability is not yet shipped it says so in the text; use those words rather than softer ones.



#### OPERATIONS MANAGER OR SUPPLY-CHAIN LEADER

### Run the network from exceptions instead of watching a list

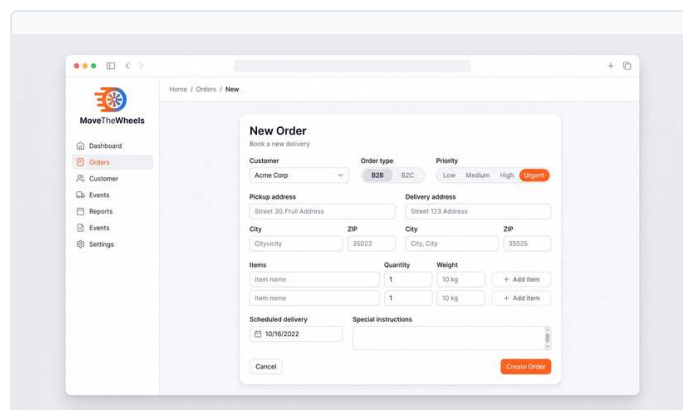
#### THE SITUATION

A handful of people are responsible for hundreds of loads a week across several carriers and warehouses. The most expensive thing they do every day is watch — refreshing portals, ringing drivers, reconciling spreadsheets to find the one shipment that needs attention.

#### WHAT HAPPENS WITH MOVETHEWHEELS

The control tower reads the live order, shipment, fleet, warehouse and tracking picture in one call and raises alerts on the loads whose delivery window has passed while they are still in flight, ordered by how long ago it closed. On-track shipments progress quietly. Be precise: this is a rule over live freight, not a forecast — predicted arrival and risk ranking are on the roadmap.

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



#### SHIPPING MANAGER OR LOGISTICS COORDINATOR

### Book a load in one flow and have it ready to move

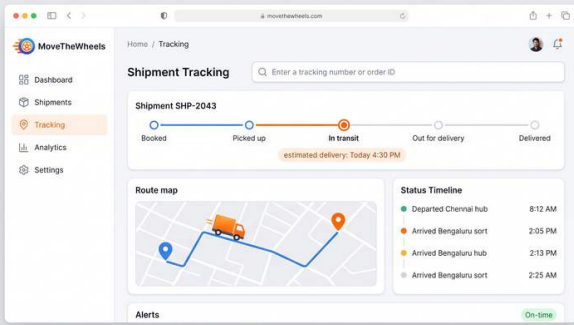
#### THE SITUATION

A booking arrives by email with the customer, the items, two addresses and a required date. It is transcribed into an order system, then again into whatever will actually move it, and the details drift between the two.

#### WHAT HAPPENS WITH MOVETHEWHEELS

One guided flow captures the customer, the cargo items with weight, dimensions and declared value, pickup and delivery addresses, and the order type and priority that set the service level. Creating the order produces a tracked shipment with a durable identity and a timeline, ready to be matched to a driver and a vehicle.

The load is ready to dispatch rather than sitting in an inbox, and nothing was typed twice.



## CUSTOMER SERVICE AND THE SHIPPER'S OWN CUSTOMER

### Answer where is my freight without ringing anyone

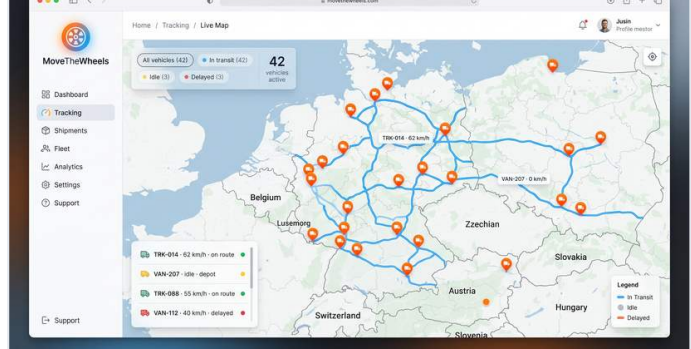
#### THE SITUATION

Once a load is moving, every enquiry becomes a phone call to a driver or a carrier portal login. The status the customer is given is whatever someone remembered to write down last.

#### WHAT HAPPENS WITH MOVETHEWHEELS

Each transition writes a typed tracking event onto the shipment — created, picked up, in transit, arrived, departed, out for delivery, delivered or failed — with a timestamp and location. The tracking page reads that timeline, so it always reflects the last thing that actually happened. A stored estimated delivery sets expectations; a model-derived predictive arrival is on the roadmap.

Status answers itself, and the awkward call happens before the customer makes it rather than after.



## DRIVER AND THE FINANCE TEAM BEHIND THEM

### Close the loop with proof of delivery the driver captures

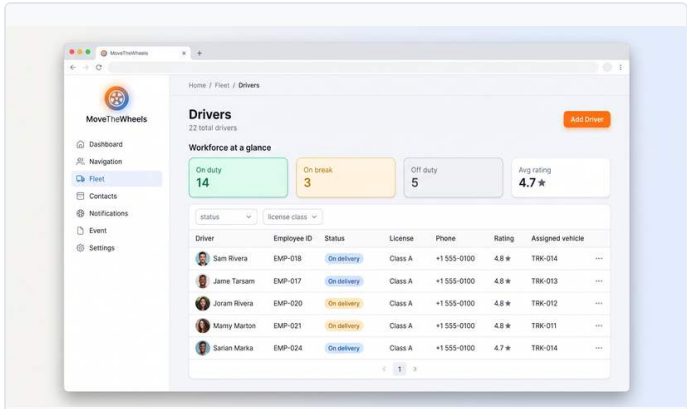
#### THE SITUATION

Delivery is confirmed by a text message or a paper docket that reaches the office days later, so disputes are argued from memory and settlement waits on paperwork.

#### WHAT HAPPENS WITH MOVETHEWHEELS

The driver opens their own pending-delivery list on a device, captures the recipient name and a signature drawn or typed, adds photos at the door, and the record stores the coordinates with their accuracy and the delivery timestamp. The delivery job and its shipment move to delivered in the same governed step, and only the driver actually assigned to that job can do it.

Evidence for every delivery, attached to the load it belongs to, on the day it happened.



## DISPATCHER

### Assign loads from one board instead of three apps

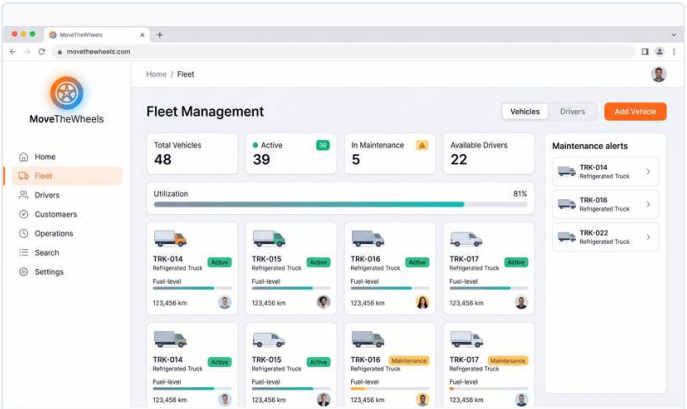
#### THE SITUATION

Before six in the morning, the dispatcher reconstructs the day from a fleet tracker, a driver rota and a list of loads, then works the phone to confirm what the screens could not tell them.

#### WHAT HAPPENS WITH MOVETHEWHEELS

The driver register carries status, licence class and expiry, certifications, location and performance; the vehicle register carries type, status, plate, mileage, fuel and location. Loads waiting to move sit alongside both, so an assignment is one action and the board reflects who is rolling, who is free and what still needs covering.

Dispatch planning becomes a screen rather than a morning.



## FLEET MANAGER

### Keep every truck road-legal and earning

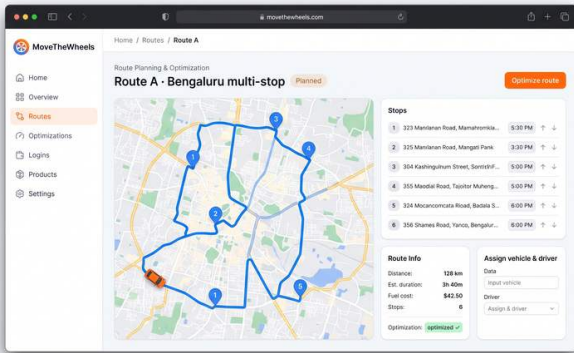
#### THE SITUATION

Registrations, service intervals and vehicle documents live in a spreadsheet and a filing cabinet, so maintenance is discovered as a breakdown and a truck comes off the road on the worst possible morning.

#### WHAT HAPPENS WITH MOVETHEWHEELS

Every asset sits on one register with its type — van through semi-trailer, refrigerated, flatbed and lighter vehicles — plus status, utilisation, mileage, fuel, documents and maintenance signal, and fleet statistics roll that up. The manager can see what is working, what is idle and what needs attention before it fails.

Maintenance becomes a plan instead of a fire drill, and more of the fleet stays earning.



## TRANSPORT PLANNER OR FLEET OPERATOR

### Sequence a multi-stop route and get a number you can trust

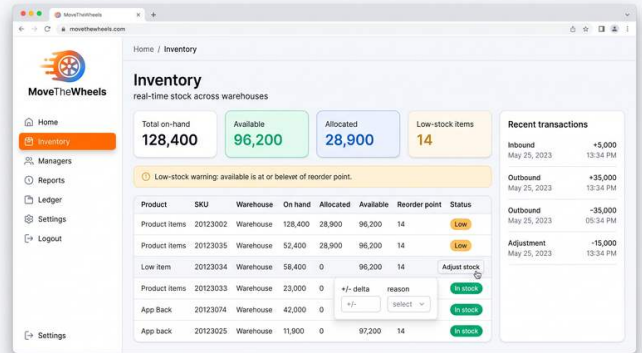
#### THE SITUATION

Multi-drop routes are ordered by whoever built them, distance is estimated from experience, and one late stop cascades through the rest of the day.

#### WHAT HAPPENS WITH MOVETHEWHEELS

A route carries ordered waypoints, an assigned vehicle and driver, and estimated against actual distance, duration and fuel cost. Asking the platform to optimise it re-sequences the stops over their coordinates and recomputes distance and duration from the tour it actually built. Say this plainly: it is deterministic and reproducible, not a model — time-window and constraint-aware optimisation is on the roadmap.

Fewer wasted miles on the routes already planned, with figures a driver and a finance team can both rely on.



## WAREHOUSE LEAD AND FULFILMENT OPERATOR

### Make the warehouse and the road one operation

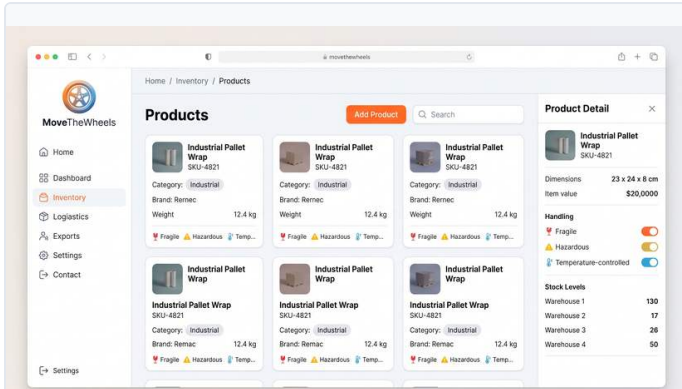
#### THE SITUATION

Stock lives in one system and deliveries in another. A packed order is re-typed before it can move, and a shortage is discovered when the truck is already at the dock.

#### WHAT HAPPENS WITH MOVETHEWHEELS

Warehouses carry storage locations, inventory items track stock against products and locations, and every movement — receipt, putaway, pick, adjustment — writes a transaction, so the stock record stays honest from the first scan. A fulfilled order hands to dispatch as a shipment on the same record.

One stock truth, and no gap between the shelf and the door.



## WAREHOUSE LEAD OR OPERATIONS LEAD MAINTAINING REFERENCE DATA

### Define a product once, with the handling rules attached

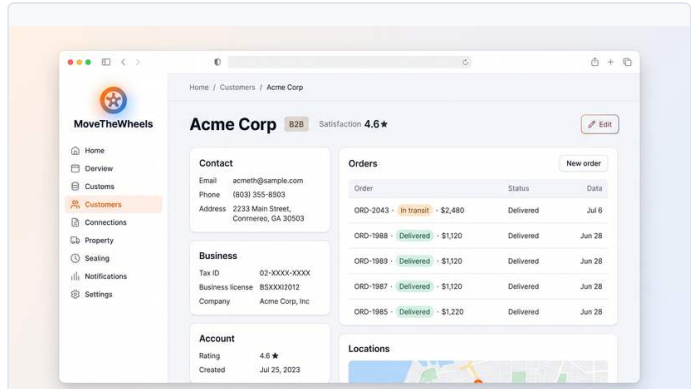
#### THE SITUATION

The real risk is not losing a box, it is moving the wrong box the wrong way — a drum that cannot sit near heat, a pallet that must stay cold, a crate that cannot be stacked. That knowledge lives in experienced heads.

#### WHAT HAPPENS WITH MOVETHEWHEELS

Each catalogue item carries a stock-keeping unit, category, brand, dimensions, weight and declared value, plus handling flags for hazardous, fragile and temperature-controlled goods. Orders reference the item, inventory tracks stock against it, and shipments inherit what it is, so the handling rule travels with the goods. Duplicate codes are rejected, and archiving an item keeps history resolvable.

The record already says the load is cold-chain; nobody has to remember.



## ACCOUNT MANAGER OR CUSTOMER SERVICE LEAD

### Give account managers one customer directory

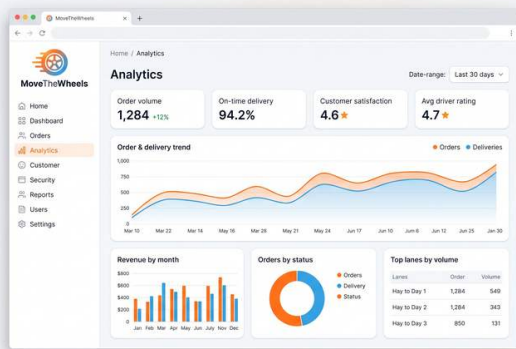
#### THE SITUATION

Customer details are scattered across inboxes and spreadsheets, so addresses are re-typed on every booking and nobody can see at a glance what a customer has shipped.

#### WHAT HAPPENS WITH MOVETHEWHEELS

Every customer is first-class reference data with a profile, contacts, address and business identifiers, and the orders placed for them hang off that record. Adding a customer is a handful of fields; from then on every order they place ties straight back to them.

One place to answer what has this customer shipped, and no more re-typing addresses.



OPERATIONS ANALYST, FINANCE LEADER

## Give leadership numbers that match the floor

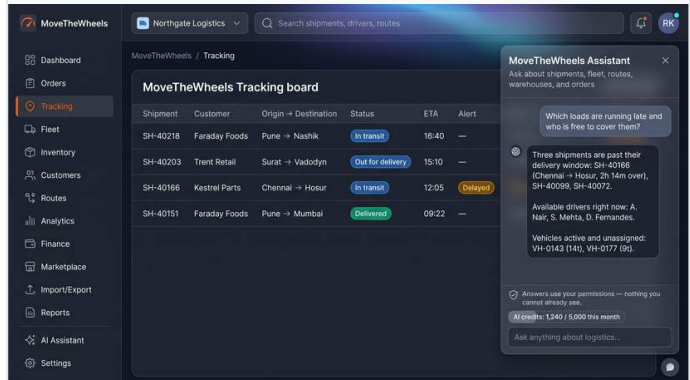
### THE SITUATION

The weekly review runs on the same handful of reports, rebuilt by hand each time from exports that disagree with each other, so half the meeting is spent arguing about which number is right.

### WHAT HAPPENS WITH MOVETHEWHEELS

Dashboard, delivery, fleet and finance metrics are computed from the same live order, shipment, fleet and warehouse records the operations team uses — on-time delivery rate, cost signals, fuel spend, utilisation. Reports can be generated and exported, and an export job pulls the underlying data out on demand.

One set of numbers, reconciled by construction rather than by argument.



OPERATIONS MANAGER, AND THE IT MANAGER WHO HAS TO APPROVE IT

## Let an assistant help without giving it privileges nobody approved

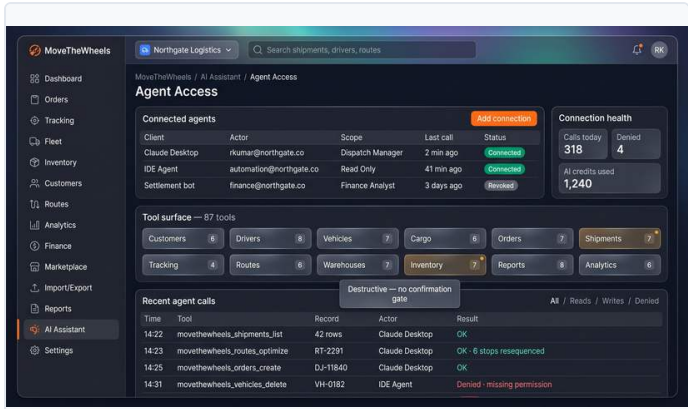
### THE SITUATION

Teams want to ask questions in plain language and let agents do routine work, but no operations lead will allow that near live freight without knowing exactly what it can touch and what it did.

### WHAT HAPPENS WITH MOVETHEWHEELS

The assistant sits on every logistics screen and reaches data through the same gateway the web app uses, where every field declares the permission it needs, so it acts strictly under the caller's own permissions. Every operation — person, assistant or agent — writes an audit entry with actor, workspace, record and outcome, with credentials, licence numbers, tax identifiers, emails and phone numbers redacted before storage.

Useful AI inside the workflow, with a trail that does not depend on the AI cooperating.



LOGISTICS AUTOMATION ENGINEER OR A TECHNICALLY  
CONFIDENT OPERATIONS LEAD

Operate the freight desk from an AI agent

THE SITUATION

Some operators already live in a chat window and want to run routine logistics work from there, but connecting an agent to an operational system usually means handing it a back door.

WHAT HAPPENS WITH MOVETHEWHEELS

A tool server exposes the logistics domain — customers, drivers, vehicles, cargo items, orders, shipments, tracking events, routes, warehouses, inventory, reports and analytics — to any agent supporting the open agent-tool standard, alongside read-only resources such as a dashboard snapshot and the active-delivery board. The agent authenticates through the platform identity layer and its calls hit the same permission-enforced gateway. Say the caveat out loud: destructive tools do not yet require a confirmation turn, so treat an agent connection like shell access.

Routine logistics work runs from an agent, bounded by the permissions of the person who authorised it.

## 09 Product Capabilities

What exists today, what is being built, and what is committed but not started. Anything not marked shipped is marked for a reason — quote the status, not the ambition.

### Orders and the freight spine

Demand capture through to a tracked shipment, on one record with an auditable lifecycle.

#### Order capture with type, priority, customer and line items

A guided flow captures the customer, cargo items with weight, dimensions and declared value, pickup and delivery addresses, and the priority that sets the service level.

#### Order status history

Every transition is recorded, so the order carries an auditable ledger of what happened and when rather than a single current-state field.

#### Order-to-shipment hand-off

A fulfilled order becomes a shipment on the same record, with no re-keying between the warehouse and the road.

#### Shipment lifecycle

Origin, destination, cargo, carrier and tracking number, with status walking from planned through picked up, in transit and delivered, or failed and returned.

#### Multi-leg freight planning across road, air, ocean and rail

A shipment can carry several legs, each priced with a real formula for its mode — chargeable weight for air, revenue-ton or per-container for ocean, tonne-kilometre for rail, distance and weight for road — rolled into a shipment total.

#### Live rate shopping against named carrier interfaces

planned

Comparing and booking lanes against carrier interfaces in real time, rather than calculating rates from formulas held in the platform.

#### Returns management and multi-location fulfilment orchestration

planned

Reverse flows and orchestration across several fulfilment points are committed direction, not built.

### Fleet, drivers and dispatch

The supply side of the operation: what is rolling, who is driving it, and what still needs covering.

#### Vehicle register

Vehicles by type — van through semi-trailer, refrigerated, flatbed and lighter vehicles — with status, plate, mileage, fuel, documents, utilisation and location.

#### Driver register

Licence class and expiry, certifications, status, location and performance metrics, with driver-to-vehicle assignment.

#### Dispatch board

Available drivers and vehicles alongside the loads waiting to move, so assignment happens on one screen.

#### Routes with waypoints and cost

Ordered waypoints, assigned vehicle and driver, and estimated against actual distance, duration and fuel cost across planned, in progress and completed.

#### Deterministic route sequencing

Optimising a planned route re-sequences its stops over their coordinates and recomputes distance and duration from the tour actually built. Reproducible, and honestly early.

#### Constraint-aware and predictive optimisation

planned

Time windows, vehicle constraints, driver hours, mid-day re-sequencing and empty-mile reduction driven by a model.

#### Electronic logging, hours-of-service and safety cameras

planned

Fleet-safety and compliance automation that dedicated telematics vendors lead on. Not built here.

## Warehouse and inventory

The storage layer, on the same spine as transport rather than in a separate package.

### Warehouses and storage locations

Facilities by type with their internal locations, as the backbone stock is tracked against.

### Inventory items and stock levels

Stock tracked against products and locations, with multi-location visibility on one record.

### Inventory transactions and adjustments

Every movement — receipt, putaway, pick, adjustment — writes a transaction, so the stock record is a ledger rather than a current number.

### Cargo and product catalogue with handling flags

Stock-keeping unit, category, brand, dimensions, weight and declared value, plus hazardous, fragile and temperature-controlled flags that travel with the goods into fulfilment and transport.

### Demand forecasting, safety stock and automated replenishment planned

Forecast-driven stock policy and automatic reordering are committed direction.

## Tracking, control tower and proof

Turning scattered updates into one honest narrative per load, and surfacing only what is off-track.

### Typed tracking timeline

Created, picked up, in transit, arrived, departed, out for delivery, delivered and failed events with timestamp and location, per shipment and per delivery job.

### Active delivery board

A live view of what is currently in flight across the network.

### Rule-based delay and dwell alerts

Shipments whose estimated delivery has passed while still in flight are flagged with a delay type and a plain-language message, ordered by how long ago the window closed.

### Electronic proof of delivery

Recipient name, signature drawn or typed, photos, coordinates with accuracy and delivery timestamp, captured only by the driver assigned to that job, moving the job and shipment to delivered in one governed step.

### Generic webhook ingestion of carrier and telematics events

External systems can push events onto the shipment timeline. Named partnerships with specific carrier and telematics vendors do not exist yet.

### Predicted arrival and risk scoring planned

Expected arrival and a risk score computed before the delivery window closes, so an exception becomes a forecast rather than a post-mortem.

### Customer-facing delivery notifications planned

Automatic updates to the receiver on booked, picked up, out for delivery, delivered, delayed and failed.

## **Analytics, finance and reporting**

Numbers computed from the same live records the operation runs on.

### **Operational dashboard**

The live order, shipment, fleet, warehouse and tracking picture loaded in one call.

### **Delivery, fleet and finance metrics**

On-time delivery rate computed from delivered shipments, utilisation, revenue and fuel spend across the workspace.

### **Data export**

An export job pulls a workspace's operational records out on demand, so the data is portable rather than captive.

### **Report generation and scheduling** in progress

A reports surface for delivery, cost and service-level reporting. The generation and scheduling paths are still being completed and should be shown with care in a live demonstration.

### **Freight audit and settlement reconciliation** planned

Matching carrier charges to the shipment and document that justify them, with approval and a full trail.

### **Predictive analytics for demand, risk and maintenance**

planned

Forecast-driven planning across the network.

## **AI and automation**

Intelligence inside the workflow rather than in a separate reporting layer — with an unusually honest line between what runs and what is designed.

### **Assistant on every logistics screen**

Ask about shipments, fleet, routes, warehouses and orders where the work happens. It reaches data through the same permission-enforced gateway as the web app, so it acts under the caller's own permissions.

### **Per-turn cost metering**

A turn runs a credit check before it starts and reports its usage when it finishes, so the cost of an answer is visible per workspace rather than a surprise on an invoice.

### **Agent tool surface**

The logistics domain exposed as tools to any agent supporting the open agent-tool standard, authenticated through the platform identity layer and permission-checked at the edge.

### **Confirmation gate on destructive agent tools** planned

Deleting a shipment, route, vehicle, driver or customer, or adjusting stock, does not yet require an explicit confirmation turn. Treat an agent connection like shell access until this lands.

### **Dispatch and carrier decision cards** planned

A proposed driver, truck or carrier arriving with its reasoning and confidence, and an explicit accept or reject before anything is written.

### **Freight document intelligence** planned

Extraction from bills of lading, proofs of delivery and carrier invoices, matched to the shipment and reconciled against the agreed rate.

### **Autonomous control-tower sweep** planned

A scheduled pass over in-flight freight that ranks genuine risk, drafts a resolution for each and files it for human approval.

## Security, governance and platform foundations

Inherited from the shared platform underneath, which is why a young product can answer an enterprise security questionnaire.

### Role-based access enforced at the edge

Every query and mutation declares the resource and action it needs; the gateway checks it before the request reaches the service, so the service never re-implements authorisation.

### Six seeded logistics roles

Logistics director, operations manager, fleet manager, warehouse lead, fleet driver and control-tower analyst are created in every workspace automatically and reconciled on every start.

### Redacted audit trail per operation

Actor, actor type, workspace, record touched and outcome, with credential-like fields, licence numbers, tax identifiers, emails and phone numbers replaced before the entry is written, and captured arguments capped by depth and size.

### Tenant isolation and encryption of sensitive fields

Strict per-workspace boundaries with row-level isolation enforced in the database, and driver and customer identity fields encrypted at rest.

### Single sign-on, billing, quotas, files, conversations, tags and localisation

Identity, subscription and quota enforcement, document storage for bills of lading and customs paperwork, threaded discussion on records, workspace-wide tagging and a multilingual interface, all inherited rather than rebuilt.

### Independent security attestations planned

Controls are designed against recognised security criteria and privacy principles, and the certification programme is planned rather than complete. Do not describe the product as certified.

### Workflow-governed approvals planned

Multi-step approval for bookings, settlement and exception escalation.

## Marketplace and network

The clearest long-term differentiator, and the one you must be most careful about. The direction is real; the capacity network is not there yet.

### Vetted service-provider directory in progress

Carriers, third-party logistics providers, warehouses and specialists with type, rating, contact details and verification, discoverable inside the platform. In active development and not yet available to use.

### Service offerings per provider in progress

Capacity and specialities published against a provider so a gap can be filled without buying an asset. In active development.

### Providers attached to shipments as carriers planned

Wiring the marketplace into the freight spine rather than parking a directory beside it.

### Capacity sharing, load consolidation and dynamic pricing

planned

Collaborative routing and shared capacity across businesses, which is where the network effect would come from.

## 10 Pricing & Plans

Pricing is on the size of the fleet under management — active vehicles plus driver profiles — not on how many people log in, so adding a dispatcher or a warehouse clerk does not raise the bill. Every user-facing feature is available from the free tier upward; what changes between tiers is capacity, governance, support and service-level commitment. Four regional bands set fixed market prices rather than currency conversions, so an Indian or Latin American customer pays their region's published price. All features run on the customer's own model provider key, so model usage is not billed by us.

| PLAN              | PRICE                                                                                                                                                                          | WHO IT IS FOR                                                                     | WHAT IS INCLUDED                                                                                                                                                                                                                                                           |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Free</b>       | \$0 forever<br>No card required.<br>Band D equivalent:<br>₹0 forever.                                                                                                          | Micro-businesses and evaluators who want to run real logistics work before paying | 15 managed vehicles and drivers; 2 admin seats, 1 workspace; 50 shipment orders per month; 5 tracked vehicles; 1 GB shared storage, 30-day analytics history; Community support plus one ticket a month; Best-effort uptime                                                |
| <b>Starter</b>    | \$99/mo or \$79/mo annual<br>Band D example:<br>₹3,999/mo or<br>₹3,199/mo annual.                                                                                              | Small fleet operators and startups, roughly up to fifty people                    | 50 managed vehicles and drivers; 5 admin seats, 1 workspace; 500 shipment orders per month; 50 tracked vehicles; 25 GB shared storage, 90-day analytics history; Email support under 48 hours; Best-effort uptime                                                          |
| <b>Growth</b>     | \$399/mo or \$319/mo annual<br>Band D example:<br>₹14,999/mo or<br>₹11,999/mo annual.<br>Includes a 14-day trial.                                                              | Scaling companies, small third-party logistics providers and freight brokers      | 250 managed vehicles and drivers; 15 admin seats, 3 workspaces; 5,000 shipment orders per month; 250 tracked vehicles; 100 GB shared storage, 365-day analytics history; Priority support under 24 hours; 99.5% uptime commitment                                          |
| <b>Business</b>   | \$999/mo or \$799/mo annual<br>Band D example:<br>₹39,999/mo or<br>₹31,999/mo annual.                                                                                          | Established multi-team logistics functions, roughly up to a thousand people       | 1,000 managed vehicles and drivers; 50 admin seats, 10 workspaces; 50,000 shipment orders per month; 500 pooled tracked vehicles; 1 TB pooled storage, 730-day analytics history; Priority support under 8 hours; 99.9% uptime commitment                                  |
| <b>Enterprise</b> | From \$12/vehicle/mo list; \$9/vehicle/mo annual at 250+<br>Band D from a \$4 per vehicle per month equivalent. Annual contract. Dedicated environments are quoted separately. | Large fleets, regulated organisations and multi-entity groups                     | Custom quotas and unlimited seats and workspaces; Dedicated tenancy or self-hosting; Production single sign-on and directory provisioning, security event streaming, data residency; Dedicated support with a contracted service level; 99.95% or better uptime commitment |

### Add-ons

| ADD-ON                                                       | PRICE    |
|--------------------------------------------------------------|----------|
| 50-Profile Pack — 50 more managed vehicles and drivers       | \$39/mo  |
| 250-Profile Pack — 250 more managed vehicles and drivers     | \$149/mo |
| 1,000-Profile Pack — 1,000 more managed vehicles and drivers | \$499/mo |
| 100-Tracked-Vehicle Pack                                     | \$49/mo  |
| 500-Tracked-Vehicle Pack                                     | \$179/mo |
| 5K Application Pack — 5,000 more orders a month              | \$29/mo  |

| ADD-ON                                                                     | PRICE   |
|----------------------------------------------------------------------------|---------|
| 50 GB shared storage                                                       | \$15/mo |
| AI Pro — higher daily routing and estimate volume on your own provider key | \$79/mo |
| Analytics Pro — 730-day history, custom dashboards, scheduled reports      | \$99/mo |
| Audit Standard — 365-day audit history with filters and export             | \$39/mo |

#### WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices above are the Band A list, before tax. Bands B, C and D are lower fixed market prices, not conversions — Band D covers India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt, and India prices are published in rupees.
- AI capabilities use the customer's own model provider key or subscription, so model usage is never included in the plan price. Say this early with any prospect who is budgeting for AI.
- Storage and interface request limits are pooled across all Burdenoff products on the same account, so a customer using more than one product gets a larger shared pool.
- Dedicated environments, self-hosting and premium support are quoted separately and are substantially larger commitments than a subscription. Bring us in before discussing them.
- Marketplace take rates and the final launch configuration of some commercial terms are still being signed off internally. Do not quote a marketplace take rate to a prospect.
- Never estimate, discount or round a price in front of a customer. We control final pricing, discounting and contract terms on every quote.

## 11 Competitive Landscape

Seven names come up. Three camps: visibility platforms that watch freight, enterprise suites that match the breadth at enterprise cost, and fleet or last-mile specialists that own one slice. Each of them genuinely beats us somewhere, and saying so is what makes the rest of the table credible.

| ALTERNATIVE      | WHAT IT IS                                                                                                                                    | WHERE THEY ARE STRONG                                                                                                                                                                                                                                                                                                                | WHERE WE WIN                                                                                                                                                                                                                                                                                                 |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>project44</b> | The leading real-time supply-chain visibility platform, extended into freight planning, procurement and audit. Enterprise-only and quote-led. | An enormous connectivity moat — a carrier network measured in the hundreds of thousands, with deep telematics coverage — and predictive arrival models trained on a shipment volume we cannot match for years. If predictive accuracy is the single highest priority and budget is not constrained, they win, and you should say so. | They tell you where freight is; they do not run the warehouse, capture the order, or dispatch an owned fleet. A customer buying them still needs separate order, warehouse and fleet systems. We are one record for all of it, with published mid-market pricing rather than a six-figure annual commitment. |
| <b>FourKites</b> | A predictive visibility platform and control tower spanning road, rail, ocean and air, with autonomous agents for exception resolution.       | Predictive arrival models and control-tower automation are their centre of gravity and are considerably ahead of ours. If a prospect already runs solid warehouse and transport systems and wants a first-rate AI layer over the top, that is a fair fit and not our fight.                                                          | Their control tower has no warehouse or order execution context — it reconciles what other systems tell it. Ours reads live state because order, warehouse, transport and tracking share a record. And they have no owned-fleet or driver product at all.                                                    |

| ALTERNATIVE                 | WHAT IT IS                                                                                                                                                  | WHERE THEY ARE STRONG                                                                                                                                                                                                                                                                                                      | WHERE WE WIN                                                                                                                                                                                                                                                                          |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Manhattan Associates</b> | The closest breadth rival: cloud-native warehouse, transportation and order management for large enterprises.                                               | Their warehouse product is genuinely excellent and their omnichannel order orchestration operates at retail scale. For a global enterprise with complex, high-volume distribution centres and a dedicated technology team, they are the better answer and we should not pretend otherwise.                                 | Deployment typically runs six to eighteen months with dedicated staff and opaque pricing. A fifty-to-hundred-vehicle operation can be running here in weeks on a published tier. Owned-fleet dispatch is also a first-class workflow for us and a carrier-management module for them. |
| <b>Blue Yonder</b>          | The broadest supply-chain suite in the set — warehouse, transport, order management, planning, reverse logistics and multi-party collaboration.             | Nobody matches their planning depth: demand forecasting, network design and scenario modelling at scale, backed by heavy machine-learning investment and a large installed base of global enterprises. If a prospect needs supply-chain planning rather than execution, concede immediately.                               | Deployments commonly run twelve to twenty-four months at costs measured in hundreds of thousands to millions. There is no transparent pricing and no path in for a mid-market operator. We deliver the unified execution picture in weeks at a published price.                       |
| <b>ShipBob</b>              | An e-commerce fulfilment provider with a cloud warehouse product, serving direct-to-consumer brands either through its own network or as licensed software. | For a pure direct-to-consumer brand shipping parcels, their onboarding is fast, their e-commerce channel integrations are deep, and they can take the whole fulfilment problem off the table physically. That is a real service we do not offer.                                                                           | They stop at parcel. No multi-modal freight, no fleet, no drivers, no dispatch, no vehicle management, and no transportation management for freight procurement. The moment a business also moves freight or runs its own trucks, they run out of product.                            |
| <b>Samsara</b>              | Connected-operations software for asset-heavy fleets: vehicle gateways, safety cameras, telematics, electronic logging and driver coaching.                 | Fleet safety and compliance are theirs outright — hardware-backed telematics, harsh-event detection, driver coaching and mature electronic logging. If the buying decision is driven by insurance and safety outcomes, they win, and their hardware is part of why.                                                        | They cover the vehicle and stop. No warehouse, no inventory, no order management, no delivery execution. There is no hardware to buy here, and external systems — including telematics — can push events onto the shipment timeline through generic webhooks today.                   |
| <b>Onfleet</b>              | A last-mile delivery platform with route optimisation, a strong driver mobile application, customer notifications and proof of delivery.                    | Their last-mile experience and driver application are excellent, their customer notifications are strong, and they onboard in days across a hundred-plus countries. If the requirement is purely last mile with a great driver app, they are the better buy today — our native driver application is still on the roadmap. | No warehouse, no inventory, no fleet maintenance or asset management, no multi-modal freight. Their pricing scales with tasks and gets expensive at volume, where ours is a predictable subscription on managed fleet size.                                                           |

#### THE POSITIONING LINE TO HOLD

Visibility vendors tell you where your freight is; enterprise suites take a year to install. MoveTheWheels runs the whole operation behind the freight, and a mid-market team can be live in weeks.

## 12 Why Us / Differentiators

If a partner remembers only a few things, make it these. Each one is a claim we can stand behind in a technical conversation.

### **One spine, not four systems held together with integrations**

Orders, shipments, routes, vehicles, drivers, warehouses, inventory, cargo and customers are connected records in one system. There is no nightly synchronisation to drift and no integration bill to maintain. Every rival in the set either specialises in one layer or achieves breadth through modules that still have to be joined.

### **Owned fleet and drivers are the centre, not a carrier module**

Visibility platforms and fulfilment providers have no fleet product at all. Enterprise suites manage carriers inside a transport module but do not treat owned-fleet dispatch, driver records and delivery capture as first-class workflows. For the large slice of the mid-market that owns or leases trucks, this is often the requirement that ends the shortlist.

### **Exceptions computed from live state, not reconciled from reports**

Because warehouse, order, transport and tracking share a record, the control tower asks the live data what is off-track rather than assembling an answer from separate systems overnight. The current alerts are deterministic and rule-based, which also means they are explainable — an operator can see exactly why a load was flagged.

### **Enterprise governance inherited rather than bolted on**

Multi-tenancy, role-based access enforced at the edge, a redacted audit entry per operation, encrypted identity fields, single sign-on, billing, quotas and localisation come from the shared platform underneath. That is why a young product can answer a security questionnaire that would normally end a conversation, and why third-party logistics providers can isolate clients cleanly.

### **Priced on fleet size, published, and regionally fair**

Cost tracks the size of the operation being managed rather than the number of admin logins, so collaboration is never penalised. Free through Business prices are published and Enterprise has a published starting price, which removes the opaque quote cycle that stalls mid-market purchases. Four fixed regional bands mean an Indian customer is not billed a converted American price.

### **AI inside the workflow and inside the permission model**

The assistant lives on every logistics screen rather than in a separate destination, and both it and any connected agent reach data through the same permission-checked gateway as the web app. Every action they take writes the same audit entry a person's action would. The honest limit: model-driven dispatch recommendations and predicted arrivals are designed and not yet built.

### **A collaborative capacity marketplace nobody else is building**

The intended endgame is filling a capacity gap with vetted third-party carriers, warehouses and specialists without leaving the platform, wired into shipments rather than parked beside them. No profiled competitor operates an open in-platform capacity marketplace. Present this as direction — the provider directory is in active development and not available to use today.

### **One product, then the whole platform**

MoveTheWheels is one of a family of products on a shared platform, so the same workspace, identity, billing and audit model extends to adjacent needs without another vendor relationship. For a partner, that means a logistics conversation can open doors well beyond logistics.

## **13 Customer Proof & Credibility**

There are no customer logos to show and you should not go looking for a substitute. What builds credibility here is depth and candour: a large, real product surface that a prospect can create a free workspace on and test in an afternoon, security and governance that are inherited from a platform rather than promised, and a public record of exactly which capabilities are shipped, in progress or planned. Invite them to check the claims rather than believe them.

#### THE PRODUCT IS LIVE AND FREE TO TRY

A prospect can create a workspace, add vehicles and drivers, book an order, dispatch a shipment, plan a route and see the dashboard without a sales conversation or a card. That is a stronger proof than any reference call at this stage.

#### DEPTH ACROSS THE WHOLE DOMAIN, NOT A DEMO

Orders, shipments, typed tracking events, routes, vehicles, drivers, warehouses, storage locations, inventory items and transactions, cargo catalogue, customers, analytics, finance metrics and export are all real, connected surfaces with data behind them.

#### GOVERNANCE THAT PREDATES THE PRODUCT

Role-based access enforced at the gateway before any request reaches the service, six seeded logistics roles, per-operation audit entries with redaction of credentials and government identifiers, encrypted driver and customer identity fields, and row-level tenant isolation enforced in the database.

#### A PUBLISHED, CAPABILITY-BY-CAPABILITY STATUS

The website marks each capability shipped, in progress or roadmap, including the unflattering ones — route optimisation is deterministic rather than predictive, alerts are reactive rather than forecast, the marketplace is in development. Vendors who overstate do not publish lists like that.

#### LEGAL AND COMMERCIAL GROUNDWORK IN PLACE

Master agreement, order form, data-processing addendum, security exhibit, acceptable-use policy, service-level and support terms, partner and reseller agreement, and professional-services statement of work are all drafted, which is unusual for an early product and matters to procurement.

#### A NAMED CERTIFICATION PROGRAMME WITH DATES, NOT A BADGE

Independent security attestation and an information-security management certification are on a sequenced programme with owners and target windows. Nothing is certified yet, and the roadmap is available to a prospect who asks — that honesty tends to survive a security review better than a vague claim.

#### SERVICES BEHIND THE SOFTWARE

Consulting and network design, implementation and configuration, migration from existing tooling, integrations and carrier onboarding, training, and managed control-tower operations are offered, so a customer without a technology team is not left to self-serve.

**Be straight about this.** Be straight about this, because it comes up early and evasion costs the deal. MoveTheWheels is a young product. It went live in 2026, it has no public reference customers, no published usage numbers and no independent certifications yet — the security and privacy certifications are on a programme with target dates, not in hand. Several things a competitor would list as headline features are honestly incomplete here: route optimisation sequences stops deterministically rather than predictively, exception alerts fire after a delivery window has passed rather than forecasting risk before it, the collaborative provider marketplace is in active development and not usable, there is no native driver mobile application yet, and named carrier and telematics integrations are on the roadmap rather than live. What a prospect should weigh instead is what they can verify themselves: create a free workspace, put a week of real freight through it, and judge the spine, the governance and the honesty of the roadmap. If they need predictive arrivals or a hundred pre-connected carriers on day one, tell them to buy project44 or FourKites — you will keep the relationship and you will be right the next time you call.

## 14 Demo Information

The product is live, so the best demonstration is the real thing rather than slides. Two rules: use a workspace that has realistic freight in it — a bare workspace demonstrates nothing — and stay out of the surfaces that are still being completed. If reporting, data import or the marketplace comes up, answer from the roadmap rather than clicking into it.

### HOW TO GET A DEMO

We give the demonstration. Introduce us and we will run it with the prospect's own lanes, fleet shape and warehouses in mind. A prospect who prefers to poke around alone can create a free workspace at [app.movethewheels.com](https://app.movethewheels.com) with no card and no sales conversation, and that is often the better first step for a hands-on operations manager.

**Runs about** About five minutes for the core flow; fifteen to twenty with questions and one or two deeper passes on whichever module matters most to the room.

### WHERE TO LOOK

- **Product website and capability status** — <https://movethewheels.com>
- **Create a workspace and try it free** — <https://app.movethewheels.com>
- **Documentation** — <https://docs.movethewheels.com>
- **Book a walkthrough with Vignesh** — <https://calendly.com/vignesh-burdenoff/1-1>

### The walkthrough, in order

#### 1 The dashboard

This is one workspace for dispatch, fleet, warehouse and delivery tracking, so your team stops jumping between four tools. Every count on this screen is read live from the same records your operators work in — nothing here is a picture.

#### 2 Creating an order, then the order detail

This is how your dispatcher books a load: customer, cargo items with weight and value, pickup and delivery addresses, type and priority. It becomes a delivery job with a vehicle and a driver, and the order carries its full status history, so there is a clean trail instead of a spreadsheet somebody forgot to update.

#### 3 The tracking timeline and the delay alerts

Here is what your dispatcher and your customer both see once it is moving: the status timeline and the stored estimated delivery. And here are the shipments already past their window while still in flight, flagged automatically. Be clear — today this flags loads that are already late; predicting risk before the window closes is on our roadmap.

#### 4 Marking a delivery complete with proof capture

The driver assigned to this job captures the recipient name, a signature and photos at the door, and the record stores the coordinates and timestamp. The job and the shipment move to delivered in the same governed step, and nobody else can sign for it.

#### 5 Fleet and drivers

The other half of the job: which vehicles are active, in transit or in maintenance, who is assigned to what, and which drivers are available against their licence status. This is your single source of truth for availability — no ringing round to find out which truck is free.

#### 6 A multi-waypoint route, then optimise it

When a route has several stops, we re-sequence it and recompute the distance and duration from the tour we actually built. Say it exactly this way: it is deterministic sequencing today; time windows, driver hours and traffic-aware optimisation are on the roadmap.

#### 7 Warehouses and inventory

Your stock and your dispatch data are in the same workspace. Every movement writes a transaction, so the stock record is a ledger. Skip this entirely for a pure transport or carrier prospect — it will dilute the story.

#### 8 Analytics and finance

On-time delivery, utilisation, revenue and fuel spend, computed from the same records you have just been looking at. That is why the numbers in your operations review will match what the floor sees.

## 9 The assistant in the corner of the screen

You can ask about shipments, fleet or routes from wherever you are, and it answers under your permissions — it cannot see anything you cannot. Describe it honestly as operational questions answered from your live data, with a full conversational and decision-making assistant on the roadmap.

## 15 Sales Talking Points

Eight lines that work in a first conversation, and why each one lands. Use them as prompts, not as a script to read.

**An order becomes a shipment, becomes a route, becomes a proven delivery — on one record, with nothing re-typed.**

It is the whole product in a sentence and it is testable. Every operations person immediately maps it onto the re-keying they do today, which is the pain they feel most often.

**The platform watches, and only tells you about the loads that need you.**

This is the shift from chasing status to managing exceptions, and it is the argument for how a small team runs a big network. It reframes the purchase as headcount leverage rather than software.

**If you own or lease trucks, most of the alternatives simply do not have a fleet product.**

It disqualifies the visibility vendors and the fulfilment providers in one line, without disparaging them. For an owned-fleet operator it is often the fact that ends the evaluation.

**You pay for the size of the fleet you manage, not for how many people log in.**

Per-seat pricing quietly discourages adoption, and buyers know it. This lands especially hard with an owner comparing several seat-based subscriptions.

**Every price is published, including where you are. Nobody has to sit through a quote cycle to find out if this is affordable.**

Opaque enterprise pricing is the single biggest friction in mid-market logistics procurement, and regional bands turn a common objection in India or Southeast Asia into an advantage.

**Create a free workspace and run a week of real freight through it before you talk to anyone.**

It converts scepticism into an experiment and costs the prospect nothing. For a hands-on operations manager it is more persuasive than any presentation, and it is the strongest asset an early product has.

**Every action — a person's, the assistant's, or an agent's — writes the same audit entry, with personal data redacted before it is stored.**

This is what gets a technology or compliance gatekeeper to stop blocking. It also answers the AI safety question before it is asked, which builds a lot of trust.

**We will tell you what is not built. Route optimisation is deterministic, alerts are reactive, the marketplace is still in development.**

Naming your own gaps early makes everything else you say more credible, and it prevents the far worse conversation where the prospect discovers it during a trial.

**Start on the free tier at fifteen vehicles, end on Enterprise with a dedicated environment, without ever changing systems.**

The replacement project is what buyers fear most about choosing a smaller vendor. Removing it turns growth from a risk into a reason to start now.

Ten things prospects actually say. The responses concede whatever is true first — with an early product, a partner who argues every point loses credibility faster than one who agrees and redirects.

**"I have never heard of you. How do I know you will still be here in three years?"**

Fair question, and I will not answer it with promises. The product is live and free to try, so you can judge it yourself this week rather than taking anyone's word. Your data is exportable on demand by design, not as a favour, so you are never trapped. And the legal groundwork — master agreement, data-processing addendum, security exhibit, service levels — is already drafted, which is not usually true of a young vendor.

**PROOF** · Free workspace at [app.movethewheels.com](http://app.movethewheels.com) with no card; a data export job available in the product; a full contract set ready for procurement to review.

**"Who else in my industry is using it? Can I talk to a reference?"**

Not yet, and I would rather say that plainly than dress something up. There are no public reference customers. What I can offer instead is better than a reference call for most operations people: create a free workspace, put a week of your real freight through it, and judge it on your own lanes. If that goes well, we will happily arrange time with the team behind it.

**PROOF** · Free tier carries every user-facing feature at activation quotas — enough to book, dispatch, track and deliver real loads.

**"It is more expensive than the tool we use now."**

Compare the bill, not the line. Most operations at your size are paying for a fleet tracker, a warehouse package and a delivery or order tool, plus the time people spend moving data between them. This is one subscription priced on the fleet you manage rather than per seat, so adding people does not raise it. And it starts free, so you can test the claim before committing a penny.

**PROOF** · Published tiers at \$0, \$99, \$399 and \$999 a month; pricing on managed vehicles and drivers rather than admin seats; add-ons expand one limit rather than forcing a tier change.

**"Why would I not just use project44 or FourKites?"**

If visibility is genuinely all you need and you already run good warehouse, order and fleet systems, buy them — their carrier networks and predictive models are ahead of ours and I will not pretend otherwise. But they watch freight; they do not run the warehouse, capture the order, or dispatch your trucks. If you own vehicles, they have no fleet product at all, so you would still be buying two or three more systems around them.

**PROOF** · Neither offers warehouse or order execution, owned-fleet dispatch, driver records or delivery capture; both are enterprise-only with quote-based pricing.

**"Manhattan or Blue Yonder does all of this and more."**

They do, and for a global enterprise with complex distribution centres they are the better answer. The question is what it costs you to get there: their deployments typically run six to eighteen months, and at the larger end twelve to twenty-four months and budgets in the hundreds of thousands upward, with a dedicated technology team. If you have that, take it seriously. If you do not, you are choosing between an eighteen-month project and being live in weeks.

**PROOF** · Published tiers and self-serve onboarding against quote-only enterprise pricing and multi-quarter implementations.

**"We already have Samsara on the trucks."**

Keep it. Samsara is excellent at the vehicle — safety, cameras, compliance — and we are not trying to replace the hardware you have already installed. What it does not do is orders, warehouses, inventory or delivery execution, which is where the re-keying and the missing visibility actually live. External systems can push events onto our shipment timeline through webhooks today; named telematics partnerships are on our roadmap, so be aware that first integration may need a little work.

**PROOF** · Generic webhook ingestion of carrier and telematics events into the shipment timeline is live; named-vendor partnerships are roadmap.

**"Our developers could build this internally."**

They could build the order list. What takes the years is everything around it: tenant isolation, role-based access on every operation, a redacted audit trail, billing and quotas, document storage, localisation, single sign-on, and then the logistics domain itself — tracking timelines, inventory ledgers, route costing, fleet records. Ask what that team would not be building instead, and what happens when the person who wrote it leaves.

**PROOF** · Six seeded logistics roles, per-operation audit with redaction, encrypted identity fields, row-level tenant isolation and quota enforcement all come from the shared platform rather than being written per customer.

### "How do I know my data is safe with a small vendor?"

Look at the mechanics rather than the badges, because we do not have badges yet. Every operation is permission-checked at the gateway before it reaches the service, tenant isolation is enforced in the database rather than only in code, driver and customer identity fields are encrypted at rest, and every action writes an audit entry with credentials, licence numbers, tax identifiers, emails and phone numbers redacted before storage. Independent certification is on a programme with target dates — I will not tell you it is done.

**PROOF** · Row-level isolation enforced in the database, field-level encryption on sensitive identity data, redaction in the audit path, and a published certification roadmap with owners and windows.

### "Are you certified? Our procurement needs an attestation."

No, not yet, and anyone who tells you otherwise is guessing. Controls are designed against recognised security and availability criteria and against European and Indian privacy principles, and there is a sequenced certification programme with owners and target windows. For most mid-market buyers the security exhibit, the data-processing addendum and a technical walkthrough of the access and audit model close the gap. If a signed attestation is a hard gate today, we will lose that deal and we should qualify it early.

**PROOF** · Drafted data-processing addendum with processing details, technical measures and subprocessor annexes; a published certification roadmap rather than a claimed badge.

### "My drivers will not use another app."

This is the honest weak spot, so take it head on. There is no native driver application yet — that is on the roadmap. What exists today is an installable mobile web experience where a driver sees their own assigned deliveries and captures the recipient, a signature, photos and the location stamp, and only the assigned driver can complete their job. If a first-class driver app is your top requirement this quarter, a last-mile specialist may serve you better today.

**PROOF** · Delivery capture with signature, photos, coordinates and timestamp is live and driver-scoped; native mobile applications are on the roadmap.

### "Your route optimisation and AI sound like everyone else's marketing."

Then let me be more specific than everyone else. Optimising a route re-sequences its stops over their coordinates and recomputes distance and duration from the tour it built — deterministic, reproducible, no model involved, which is exactly what you want from a number a driver has to trust. Time windows, driver hours, predicted arrivals and dispatch recommendations are designed and not built. The assistant answers from your live data under your permissions; it does not optimise your network.

**PROOF** · The website marks route optimisation as in progress and predictive arrivals, dispatch decision cards and document extraction as roadmap, capability by capability.

### "What happens when we outgrow the plan we start on?"

Nothing changes except capacity. It is the same platform from the free tier to Enterprise, so there is no migration, no retraining and no replacement project — which is usually the real fear behind this question. You can also expand a single limit with an add-on rather than jumping a whole tier, and Enterprise adds dedicated tenancy, self-hosting and contracted service levels when isolation matters more than features.

**PROOF** · One platform across all tiers; capacity add-ons for vehicles, orders, tracked vehicles and storage; dedicated tenancy and self-hosting available at Enterprise.

## 17 Discovery / Qualification Questions

Ten questions that will tell you in twenty minutes whether this is real. Ask them in roughly this order — the first four qualify, the rest size the opportunity and find the champion.

#### ASK THIS

**Walk me through what happens from a customer placing an order to you proving it was delivered. Which systems does it touch?**

**Do you own or lease the trucks, or is everything on third-party carriers?**

#### LISTEN FOR

Count the systems and count the re-keying. Three or more systems, or any sentence containing a spreadsheet, is the core opportunity. If it is one modern system that works, walk away politely.

Owning or leasing vehicles is the single strongest qualifier, because most alternatives have no fleet product. Pure asset-free brokerage is a walk-away.

## ASK THIS

## LISTEN FOR

**How many vehicles and drivers are you managing, and how many warehouses or depots?**

Fifty to five hundred vehicles with one to three warehouses is the sweet spot. Under about ten vehicles, point them at the free tier and stop. Over a thousand with an entrenched enterprise suite, expect a long cycle.

**How does dispatch get planned each morning, and how long does it take?**

Hours of manual planning, phone calls to find available drivers, or a whiteboard. Two to three hours a day is a number you can put a value against later in the conversation.

**When a customer rings to ask where their load is, what does your team actually do?**

Ring the driver, logging into a carrier portal, checking a spreadsheet. Any answer involving a phone is the visibility pain, and it is usually the one the executive already knows about.

**What happens today when a load starts running late?**

Whether they find out from the system or from the customer. Finding out from the customer is the exception-management argument, made by them rather than by you.

**Does your warehouse system talk to whatever moves the goods, or does someone type it in twice?**

Double entry between stock and delivery. This also tells you whether the warehouse manager will be an evaluator or a blocker.

**What are you paying across all your logistics software today, and how many separate bills is that?**

Several subscriptions and per-seat pricing. This is the executive's version of the pain and the number you will anchor the commercial conversation to.

**How long does it take to pull evidence together when a customer disputes a delivery or an auditor asks?**

Days, manual collation, or exports from several systems. Compliance-heavy sectors — food, pharmaceutical, hazardous goods — feel this hardest and pay for it.

**Who would have to approve this, and has anyone tried to fix it before?**

Whether the operations lead can buy or only recommend, and whether there is a failed project in the background. A previous failure is usually helpful — it means the pain is proven and the appetite for an eighteen-month rollout is nil.

**Do you have anyone internally who would own the setup, or would you want help?**

No technology team means the services conversation — implementation, migration, carrier onboarding, training, or managed control-tower operations — and a larger overall engagement.

**Is there a deadline forcing this — a renewal, a customer requirement, an audit, a peak season?**

A date. Without one, this is an interesting conversation rather than an opportunity, and you should register it and move on rather than working it.

## 18 How to Identify a Good Opportunity

Use these to decide where to spend your time. Green means lean in, amber means qualify harder before investing, red means be helpful and move on — a partner who walks away well keeps the relationship for the next one.

#### STRONG SIGNAL — PURSUE

- They own or lease their own trucks and employ their own drivers, and they run fifty vehicles or more
- They run a warehouse or depot and a delivery operation, and the two do not share a system
- Somebody says the words spreadsheet, double entry or ringing the driver in the first ten minutes
- They are paying for three or more logistics tools and can name the frustration with each one
- A renewal, a customer requirement, an audit or a peak season is forcing a decision on a date
- They are a third-party logistics provider whose clients are asking for separation, self-service or transparent billing
- They have already tried and abandoned an enterprise implementation and have no appetite for another

Introduce us straight away.

#### WORTH A CONVERSATION

- Between ten and fifty vehicles — a real fit for the Starter tier, but a smaller deal and a self-serve motion; do not over-invest
- Fleet only, with no warehouse and no direct delivery — half the value proposition is missing, and a fleet specialist may serve them better
- They already run Samsara or Motive and are happy — the conversation is additive rather than a replacement, and needs the integration caveat stated early
- Over a thousand vehicles with a dedicated technology team — genuine interest, but expect a long cycle and a procurement gate we may not clear yet
- Predictive arrivals or the capacity marketplace is what excites them — both are roadmap, so reset expectations now rather than after a trial
- A signed independent security attestation is on the requirements list — qualify how hard a gate it really is before going further

Qualify further before an introduction.

#### POOR FIT — DO NOT CHASE

- Fewer than ten vehicles — support cost outruns revenue; send them the free tier and move on
- An asset-free freight broker whose whole business is load boards and carrier procurement
- Locked into an on-premises enterprise resource planning or transport system with years left on the contract
- They need a named carrier or electronic data interchange integration live on day one
- The requirement is fleet safety — dash cams, driver coaching, electronic logging — and nothing else
- They are choosing on price alone and comparing per-vehicle rates across four vendors on a spreadsheet

Politely park it; suggest another product if one fits.

#### THE ONE-QUESTION TEST

Ask: how many different systems does a single load touch between the customer ordering it and you proving it was delivered? If the answer is three or more, and they own the trucks, you have a real opportunity. If it is one system that works, or they own no vehicles, thank them and move on.

## 19 How to Introduce Us

Keep the introduction short and about them. You are not selling the product — you are proposing a twenty-minute conversation with the people who built it. Always tell us who you have spoken to before we make contact, so we do not arrive cold or repeat what you have already covered.

### IN CONVERSATION

*"Say something like: I know a team that has built one platform for the whole logistics operation — orders, shipments, routes, your own trucks and drivers, the warehouse and the tracking, all on one record instead of four systems. It is live, there is a free tier you can try this week, and they are refreshingly honest about what is not built yet. Worth twenty minutes? I can introduce you to Vignesh, who runs it."*

### EMAIL — SUBJECT: ONE PLATFORM FOR YOUR ORDERS, FLEET AND WAREHOUSE — WORTH 20 MINUTES?

Hi [Name],

When we spoke about [the dispatch problem / the tracking calls / the three systems you are paying for], it stayed with me.

I have been looking at MoveTheWheels. It puts orders, shipments, routes, your own vehicles and drivers, the warehouse and the tracking timeline on one record, so nothing gets typed twice and the control tower flags only the loads that are running late. It is live, priced on the size of the fleet you manage rather than per seat, and there is a free tier you can put real freight through before deciding anything.

They are also straight about what is not finished, which I appreciated.

Would you like an introduction to Vignesh, who runs it? He is at [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com), or you can pick a time directly: <https://calendly.com/vignesh-burdenoff/1-1>

Best,  
[Your name]

### SHORT MESSAGE / LINKEDIN

Short version for a message or a comment:  
MoveTheWheels puts orders, shipments, routes, fleet, drivers and warehouse stock on one record, with a control tower that surfaces only the loads running late. Live today, published pricing, free tier to try it. Happy to introduce you to the team if you move freight and are tired of paying for four systems that do not talk.

### WARM THREE-WAY INTRODUCTION

For a three-way introduction email, give us three things in the note: what the prospect actually does and roughly how many vehicles and warehouses, the specific frustration they voiced in their own words, and whether the person you are introducing can approve a purchase or only recommend one. That last point changes how we run the first call more than anything else. Copy [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) and we will reply within one working day.

**Please do not:** Do not promise predictive arrival times, model-driven dispatch, a native driver app, named carrier integrations, or a working capacity marketplace. All of those are roadmap and a prospect will find out in a trial.; Do not describe the product as certified against any security or privacy standard. Controls are designed against recognised criteria and certification is a programme with target dates, not a badge we hold.; Do not invent, estimate, discount or round a price, and never negotiate terms. We control final pricing, discounting and every quote — commit anything and the commission is at risk along with the deal.; Do not imply existing customers, usage numbers or references. There are none yet, and a partner who is caught inventing them damages more than one deal.; Do not run the demonstration yourself or share screenshots as though they show a customer's live operation. Introduce us and we will demonstrate it properly.

## 20 Lead Handoff Process

Register the opportunity before you introduce anyone. Registration is what makes commission payable, and it protects you from a second partner claiming the same account. Nothing is retroactive, so a conversation you have already had is worth registering today.

### 1. Register the opportunity before anyone is contacted

Email [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) with the company, the contact and what you know. Approved registration protects the opportunity for 90 days, with one further 90-day extension available if there is active progress. There is no retroactive registration.

### 2. We confirm the registration and check for conflict

We check whether the account is already in active pipeline and confirm back to you in writing which programme tier applies. If we already had an active opportunity, we will say so straight away rather than after the work is done.

### 3. Make the introduction

A three-way email or a call with [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) copied, or send them straight to <https://calendly.com/vignesh-burdenoff/1-1> for a 20-minute conversation. Tell us anything you have already promised or explained so we stay consistent with you.

### 4. We qualify and demonstrate

We run a walkthrough against their lanes, fleet shape and warehouses, and we will tell them plainly which parts are shipped and which are roadmap. You are welcome to attend and we would usually prefer it.

### 5. Proposal, quote and contracting

We control final pricing, discounting and contract terms on every quote. If you are an approved reseller, every quote must be approved by us before it reaches the customer. Procurement gets the master agreement, data-processing addendum, security exhibit and service-level terms as needed.

### 6. Implementation and the ongoing relationship

Onboarding is fast for a mid-market operation. If you deliver implementation, migration, integrations or training yourself, that service revenue is yours and contracted directly with the customer, provided it does not conflict with our agreement.

### 7. Commission on collected revenue

Commission is calculated on collected net revenue and paid 15 days after successful realisation, once settlement, refund, tax and payout-document checks clear. Refunds and credits reduce or reverse it.

#### SEND US THIS – IT IS ALL WE NEED

- Company name, website, country and the market they bill in — the regional band affects the price and therefore your commission
- Contact name, role, email and phone, and whether they can approve a purchase or only recommend one
- Roughly how many vehicles and drivers they manage, and how many warehouses or depots
- Which systems they use today for orders, warehouse, fleet and tracking, and what each one costs them if you know
- The frustration they voiced, in their own words — this is worth more to the first call than any qualification form
- Whether anything is forcing a decision on a date: a renewal, a customer requirement, an audit or a peak season
- What you have already told or promised them, so we do not contradict you
- Whether you want to stay in the loop, join the calls, or hand over entirely

#### WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one working day and confirm whether it is approved, conflicted or needs more detail. First contact with the prospect happens within two working days of the introduction. We keep you updated at each stage — qualified, demonstrated, quoted, signed — and we tell you promptly if it dies, and why.

**Deal registration:** Register by emailing [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) or calling +91-7358445777 before any contact is made. Approved registrations are protected for 90 days, extendable once by 90 days where there is active progress. Registration is required for commission eligibility, and there is no retroactive registration. If two partners claim the same account, the first approved registration with genuine contribution takes priority; any split requires written approval. Partner and affiliate rewards never stack on the same customer.

## 21 Partner / Referral Commercials

Partners are paid on collected net revenue — what the customer actually paid us, after taxes, refunds, credits, payment fees and pass-through costs — not on list price or contract value. Regional pricing does not reduce your eligibility: if the customer is billed at their region's normal price, your commission is simply calculated on that amount. Which tier you fall into depends on what you actually contribute, from a registered introduction through to owning the resale.

| PROGRAMME                                       | YOUR ROLE                                                                                          | FIRST-YEAR                                            | RENEWAL / ADD-ONS                                                                                                              |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>Referral Partner</b>                         | Registered introduction, no sales ownership                                                        | 10% of first-year collected net software subscription | 0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000                                     |
| <b>Logistics Consulting Partner</b>             | Introduction plus evaluation support and advice during selection                                   | 12% of first-year collected net software subscription | 0–3% where active in the customer success plan · 3% of first-year collected net add-ons, capped at \$15,000                    |
| <b>Implementation Partner</b>                   | Introduction plus rollout, data migration, integration or training delivery                        | 15% of first-year collected net software subscription | 3–5% where active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000                     |
| <b>Authorised Reseller</b>                      | Approved resale in a region or account, with first-line commercial ownership                       | Up to 15% reseller margin on the approved quote       | Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, only where approved |
| <b>Logistics-Tech, MSP or Strategic Partner</b> | Operates the platform for end customers, or brings repeat enterprise pipeline and bundled delivery | Custom wholesale or managed-service terms             | Custom · Custom                                                                                                                |

#### THE RULES THAT MATTER

- Register before any contact. Approved registration is protected for 90 days with one 90-day extension where there is active progress, and there is no retroactive registration.
- Commission is calculated on collected net revenue only. Taxes, refunds, chargebacks, credits, payment fees, customer-owned cloud costs and the customer's own AI provider spend are all excluded.
- Large deals earn an additional incentive on first-year net subscription: 1% capped at \$2,500 from \$100,000; 2% capped at \$7,500 from \$250,000; 3% capped at \$25,000 from \$500,000 — where the deal was registered before procurement and the quote was approved before signature.
- Dedicated tenancy, self-hosting, air-gapped deployments, premium support and managed services carry heavy delivery effort, so partner economics on them are lower and must be approved in the quote.
- Marketplace take rates and content publisher revenue are not partner-commissionable — they follow a separate publisher programme.
- Partner and affiliate rewards never stack on the same customer, and heavy discounting can reduce commission. Regional band pricing is not discounting: it is the normal price for that market.
- We approve every quote, and resellers must be approved in writing before quoting at all. Reseller margin combined with any customer discount must not take our net realisation below the approved regional floor.
- Never promise a feature, a compliance status, a discount or a timeline without our written approval, and never make side agreements, rebates or off-contract commitments.

#### GETTING PAID

Paid 15 days after successful realisation of revenue, once settlement, refund, cancellation, fraud, tax and payout-document checks clear. Multi-year contracts pay as the customer's cash is collected rather than on total contract value, unless separately approved. Refunds, chargebacks and customer credits reverse or reduce commission, deducted from future payouts if already paid. Partners handle their own invoicing and local tax compliance; we withhold and report where the law requires it. Payment currency follows the partner agreement.

These are the standard programme terms for MoveTheWheels and are provided for guidance. They are not an offer and do not create an entitlement. The terms that actually apply to any deal are those in your signed partner or reseller agreement and in the quote issued to the customer, and we control final pricing, discounting, contract terms and commission eligibility on every opportunity. Some commercial terms, including marketplace take rates, are still being finalised.

## 22 Contact Information

#### YOUR CONTACT

**Vignesh T.V.**  
vignesh@burdenoff.com  
+91-7358445777

#### BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

#### EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If MoveTheWheels is not the right fit, the answer may well be on that page.

#### WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

## 23 Useful Links & Sales Assets

| ASSET                                       | WHERE                                                                                               | WHAT IT IS FOR                                                                                                                        |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <b>MoveTheWheels website</b>                | <a href="https://movethewheels.com">https://movethewheels.com</a>                                   | Positioning, features, use cases and the capability-by-capability status list — the public claim, and the safest source to quote from |
| <b>Create a workspace or sign in</b>        | <a href="https://app.movethewheels.com">https://app.movethewheels.com</a>                           | The live product. Free tier, no card. Send a hands-on operations manager straight here                                                |
| <b>Documentation</b>                        | <a href="https://docs.movethewheels.com">https://docs.movethewheels.com</a>                         | Product guides, interface reference and integration material for a technical evaluator                                                |
| <b>Use-case library</b>                     | <a href="https://movethewheels.com/use-cases">https://movethewheels.com/use-cases</a>               | Scenario walkthroughs by role, each stating plainly what is shipped and what is roadmap                                               |
| <b>Comparisons against the alternatives</b> | <a href="https://movethewheels.com/vs">https://movethewheels.com/vs</a>                             | Head-to-head pages including where each competitor genuinely wins — useful before a competitive call                                  |
| <b>Security and privacy approach</b>        | <a href="https://movethewheels.com/security">https://movethewheels.com/security</a>                 | What to send a technology or compliance gatekeeper who asks before the first call                                                     |
| <b>Professional and managed services</b>    | <a href="https://movethewheels.com/services">https://movethewheels.com/services</a>                 | Implementation, migration, carrier onboarding, training and managed control-tower operations                                          |
| <b>Frequently asked questions</b>           | <a href="https://movethewheels.com/faq">https://movethewheels.com/faq</a>                           | Plain answers on availability, modes, pricing, mobile and data export                                                                 |
| <b>Book a 20-minute call with Vignesh</b>   | <a href="https://calendly.com/vignesh-burdenoff/1-1">https://calendly.com/vignesh-burdenoff/1-1</a> | Send this link directly to a prospect, or use it yourself to brief us before an introduction                                          |
| <b>Email Vignesh T.V.</b>                   | <a href="mailto:vignesh@burdenoff.com">mailto:vignesh@burdenoff.com</a>                             | Deal registration, introductions and partner questions. Phone: +91-7358445777                                                         |
| <b>All Burdenoff products</b>               | <a href="https://burdenoff.com/products">https://burdenoff.com/products</a>                         | The wider product family on the same platform — often the second and third conversation with the same account                         |

### WHAT YOU CAN SHARE, AND WITH WHOM

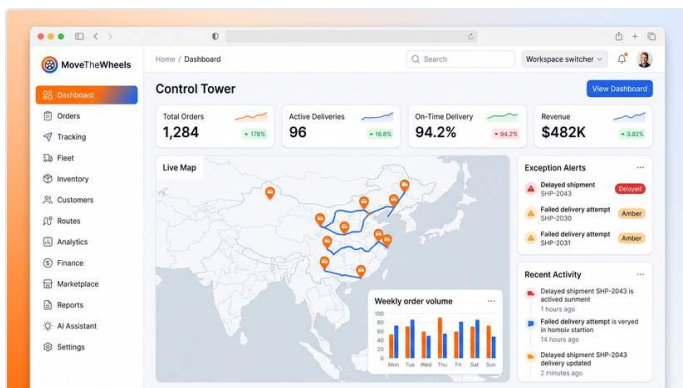
- Share freely and publicly: anything on [movethewheels.com](https://movethewheels.com), the documentation site, the use-case library, the comparison pages and the published prices. It is already public, already sanitised, and already carries the correct shipped or roadmap labels.
- Share with a named prospect only: this playbook, the cheat sheet, the discovery questions and the objection handling. It contains our competitive positioning and our own assessment of where we are weak — do not post it, forward it to a list, or attach it to a public tender response.
- Needs our written sign-off before it leaves your hands: any quote, discount, contract term, service-level commitment, security or compliance claim, roadmap date, or statement about a capability that is not marked shipped on the website.
- Never share or create: customer names, references, usage figures, screenshots presented as a live customer operation, or any invented metric. There are no reference customers yet, and a fabricated one damages every deal you bring us afterwards.
- Using our name and brand: describe yourself as a MoveTheWheels partner where that is approved in your agreement, and use the logo and product name as supplied without altering them. Do not register domains, social handles or advertising keywords containing the product name without written approval.

## 24 Product Mockups — Complete Visual Appendix

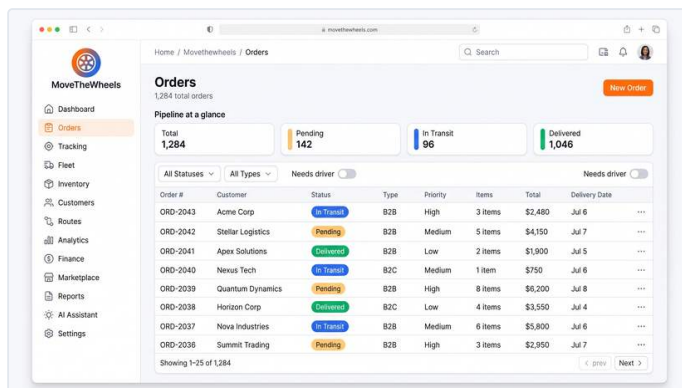
30 SCREENS

Every screen in the MoveTheWheels design set — 30 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

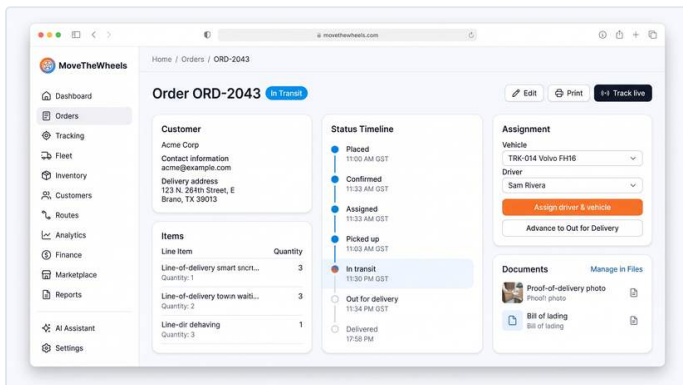
PRODUCT SCREENS • 30 SCREENS



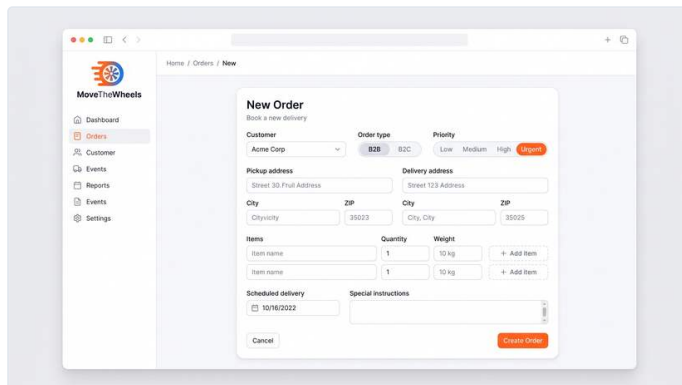
001 Mtw 01 Control Tower Dashboard



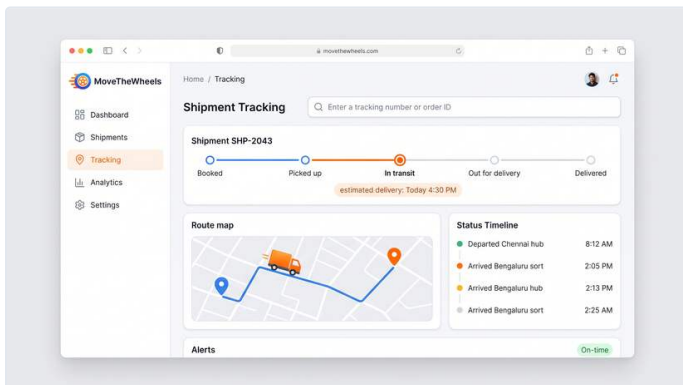
002 Mtw 02 Orders List



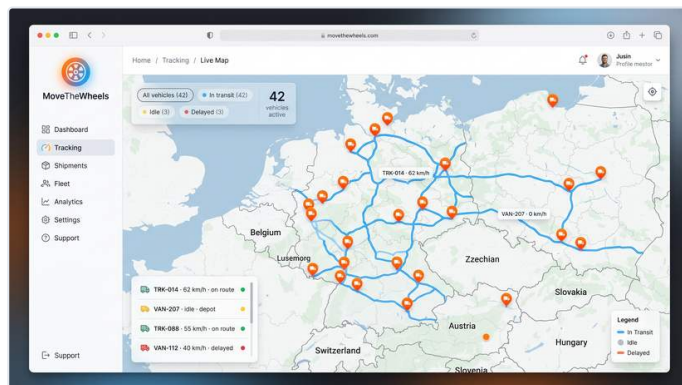
003 Mtw 03 Order Detail



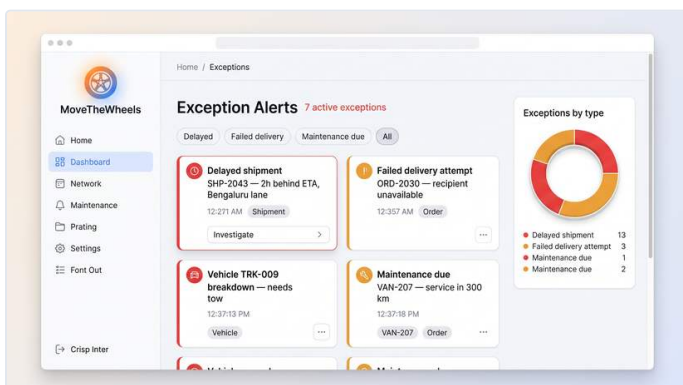
004 Mtw 04 Create Order



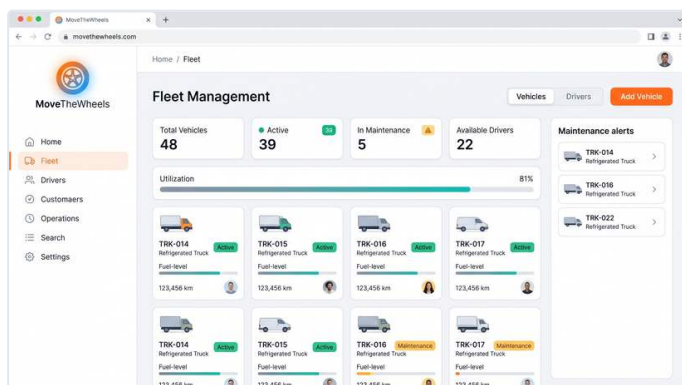
005 Mtw 05 Shipment Tracking Timeline



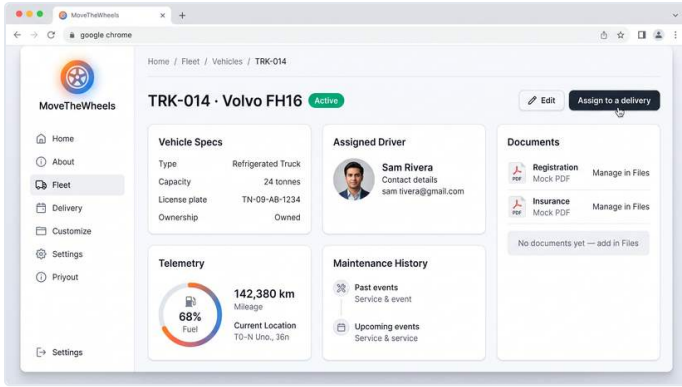
006 Mtw 06 Live Tracking Map



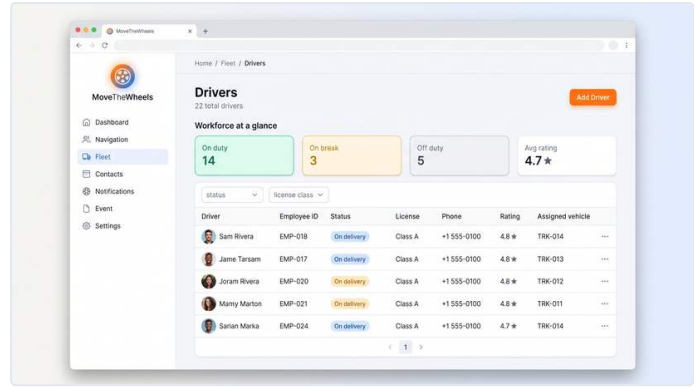
007 Mtw 07 Exception Alerts



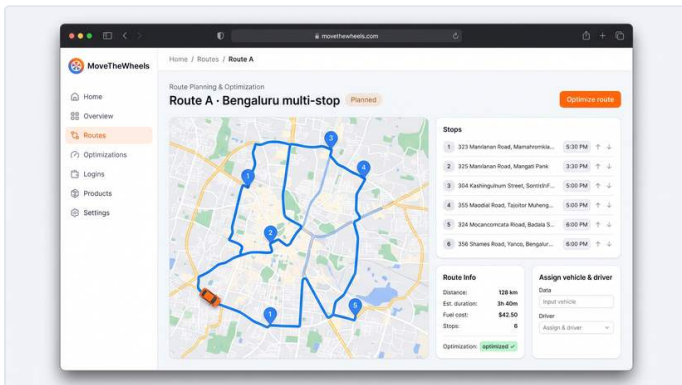
008 Mtw 08 Fleet Overview



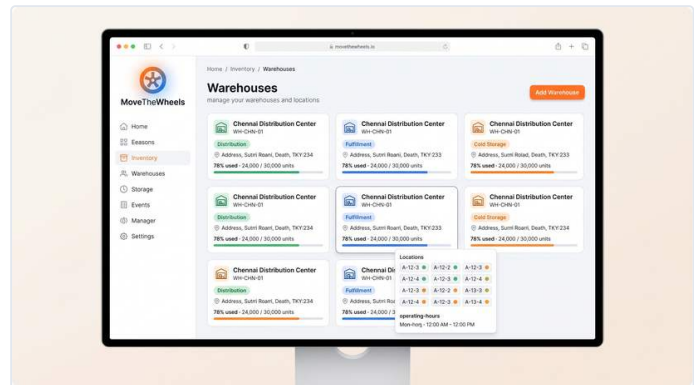
009 Mtw 09 Vehicle Detail



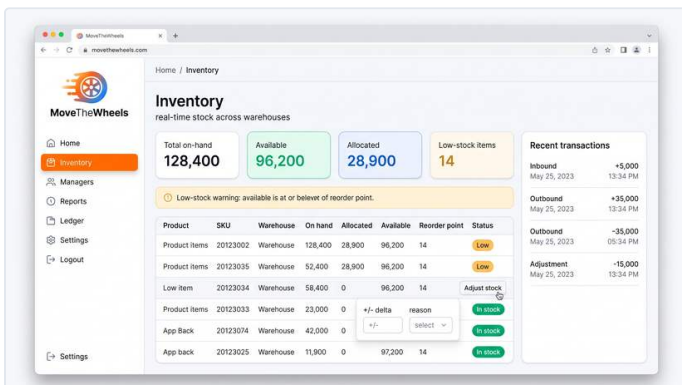
010 Mtw 10 Drivers Roster



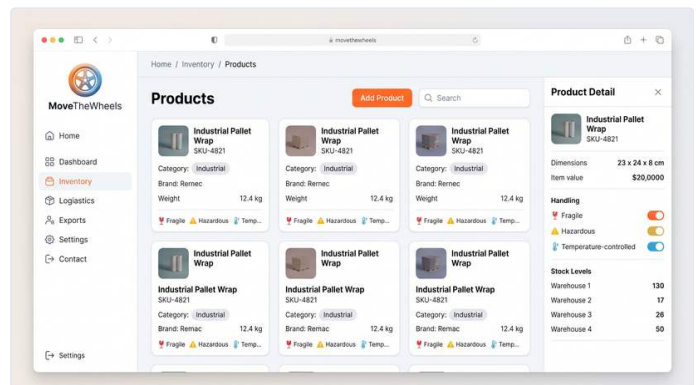
011 Mtw 11 Route Optimization



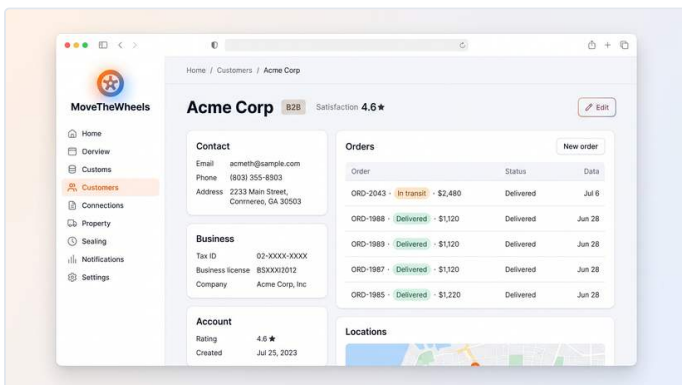
012 Mtw 12 Warehouses



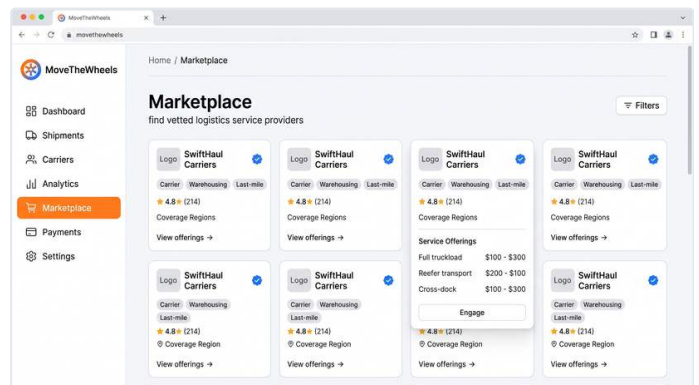
013 Mtw 13 Inventory



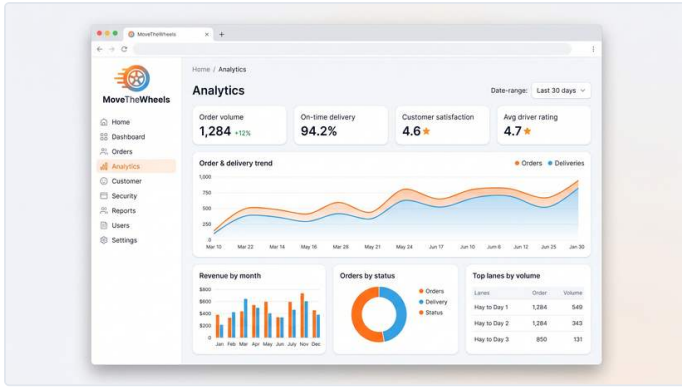
014 Mtw 14 Product Catalog



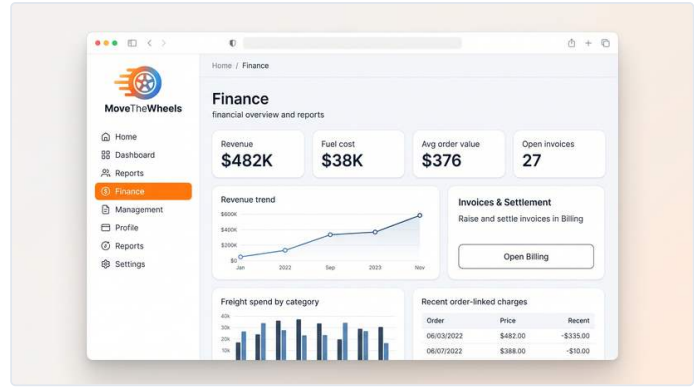
015 Mtw 15 Customer Directory



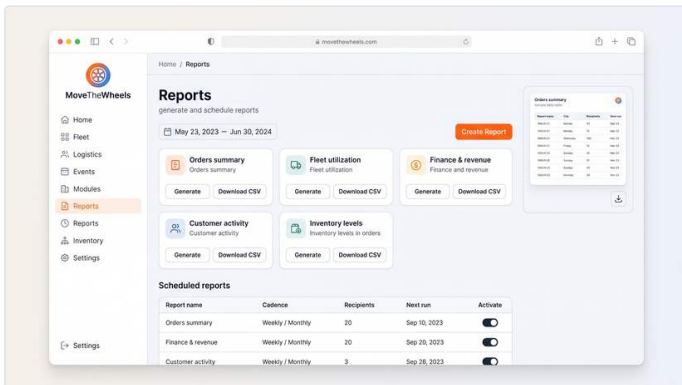
016 Mtw 16 Marketplace



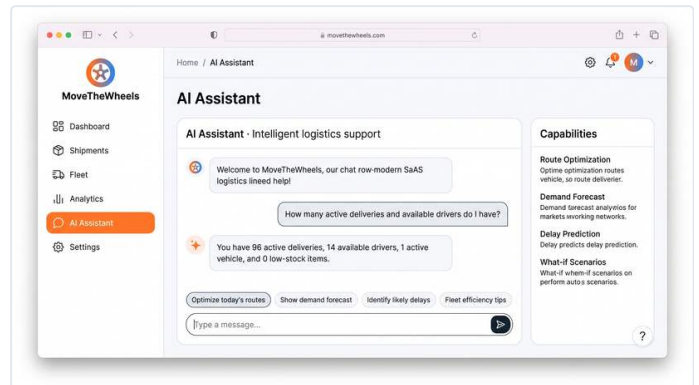
017 Mtw 17 Analytics



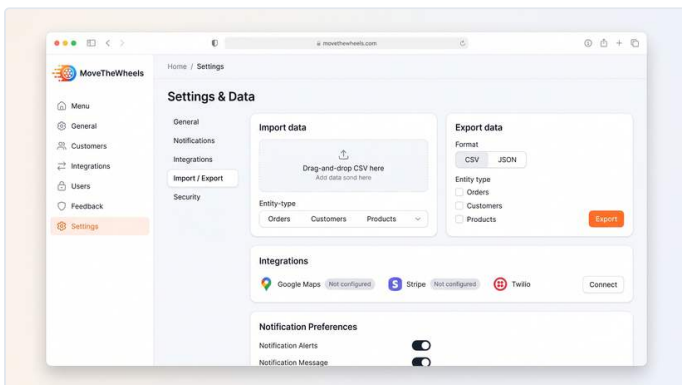
018 Mtw 18 Finance



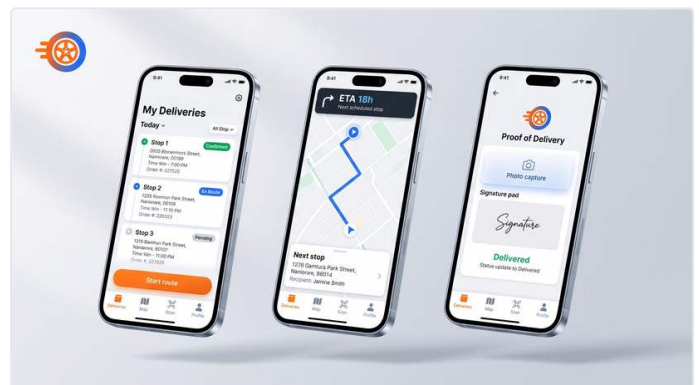
019 Mtw 19 Reports



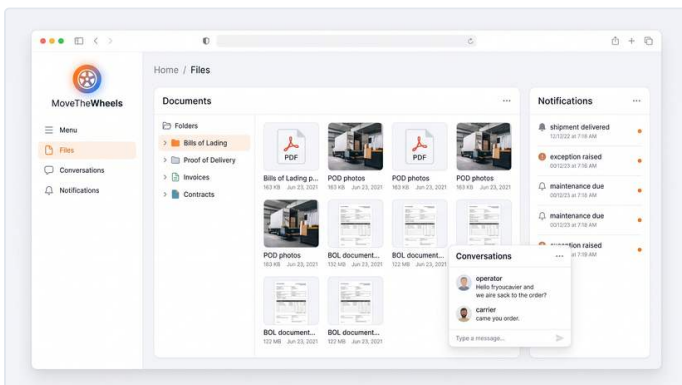
020 Mtw 20 AI Assistant



021 Mtw 21 Settings Import Export



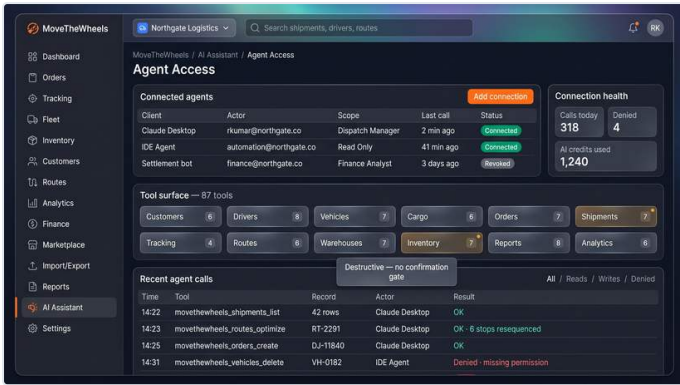
022 Mtw 22 Mobile Driver App



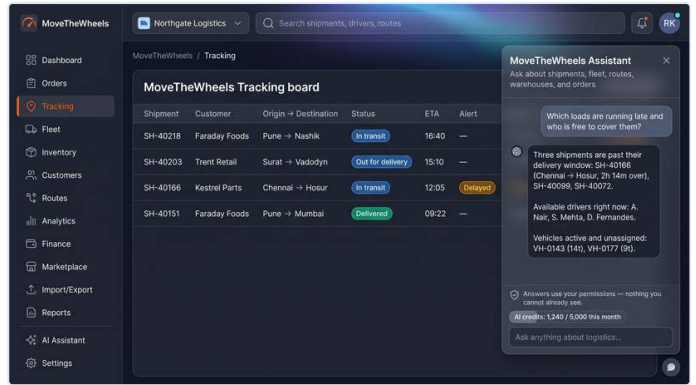
023 Mtw 23 Files Notifications Conversations



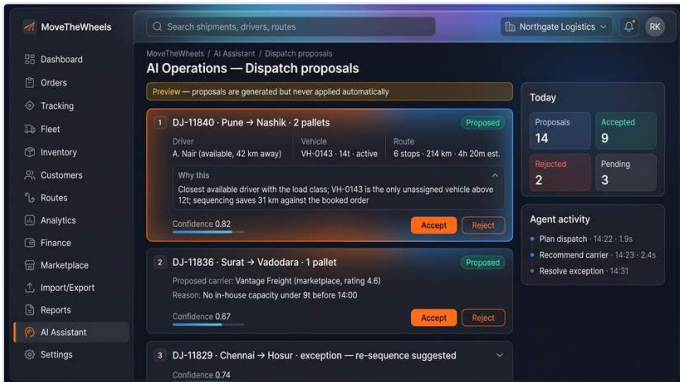
024 Mtw 24 Control Tower Dark



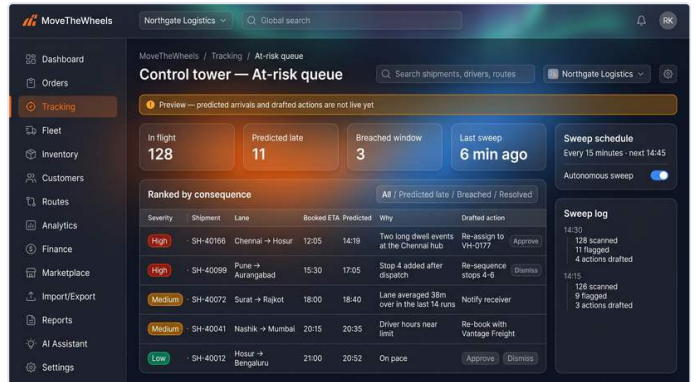
025 Mtw 25 MCP Agent Tool Surface



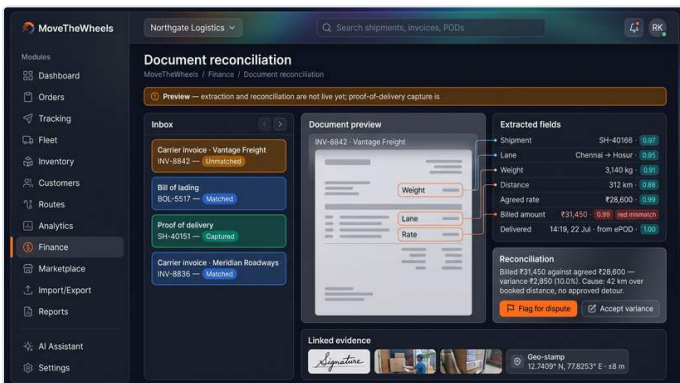
026 Mtw 26 Assistant Governed Actions



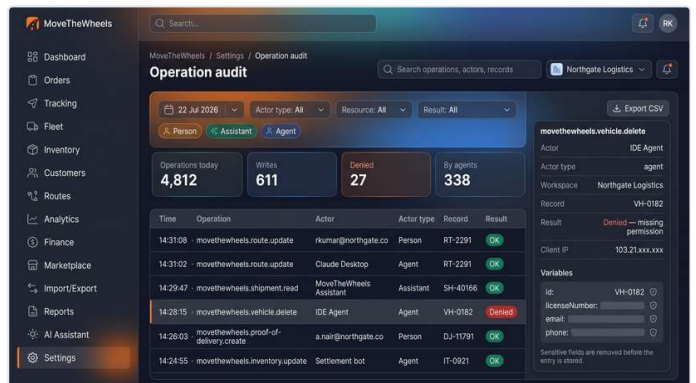
027 Mtw 27 Dispatch Decision Cards



028 Mtw 28 Autonomous Control Tower Sweep



029 Mtw 29 Freight Document Intelligence



030 Mtw 30 AI Action Audit Ledger



# Found someone who needs MoveTheWheels?

You do not need to be a logistics expert to spot this opportunity. If someone tells you their orders live in one system, their trucks in another, and their warehouse in a spreadsheet, that is the conversation. Send it to us and we will take it from there.

---

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+91-7358445777

BOOK A 1-1 WITH VIGNESH

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