آفاق الرصد
AFAQ AL RASD

FMCG DISTRIBUTION

FMCG fleet & distribution

From the warehouse to the point of sale: a clearer view and better control of distribution.



English edition · 2026

OVERVIEW

Products on the shelf, on time

FMCG companies depend on an efficient distribution network to reach stores and outlets on time, keep product quality and control operating cost. Afaq combines vehicle tracking, trip monitoring, driver performance, fuel monitoring and, when needed, cargo temperature, in one platform.

What the solution delivers

- Live tracking of distribution vehicles
- Trip, route and stop monitoring
- Driver performance and behaviour
- Fuel monitoring and waste reduction
- Cargo temperature for sensitive goods
- Door monitoring and cargo protection
- Outlet visit planning and proof of delivery
- Operational reports for efficiency

The challenges we address

Weak visibility

Hard to know where vehicles are without calling drivers.

Delivery delays

Long stops, detours and traffic hurt arrival times.

Rising cost

Extra fuel, idling and inefficient vehicle use.

Product quality

Food and beverages spoil outside the right temperature.

Performance review

Manual logs make comparing drivers unreliable.

Security

Unmonitored door openings and unauthorised use.



HOW IT WORKS

From the field to the management office

1

Collect

Vehicle, device and sensor data.

2

Transmit

Over the mobile network to the platform.

3

Analyse

Trips, stops, fuel and temperature in Rasd Fleet.

4

Decide

Reports and alerts support daily decisions.



Key capabilities

Live tracking

Vehicles on a live map with moving and stopped status.

Route monitoring

Actual vs planned routes and deviations.

Driver behaviour

Overspeed, harsh driving, idling, after-hours use.

Driver ID

iButton or RFID links each trip to its driver.

Outlet visits

Daily visit plans, arrival and departure per outlet.

Proof of delivery

Photo or signature attached to each delivery.

DISTRIBUTION CONTROL

Plan the route, prove the delivery

Route optimization

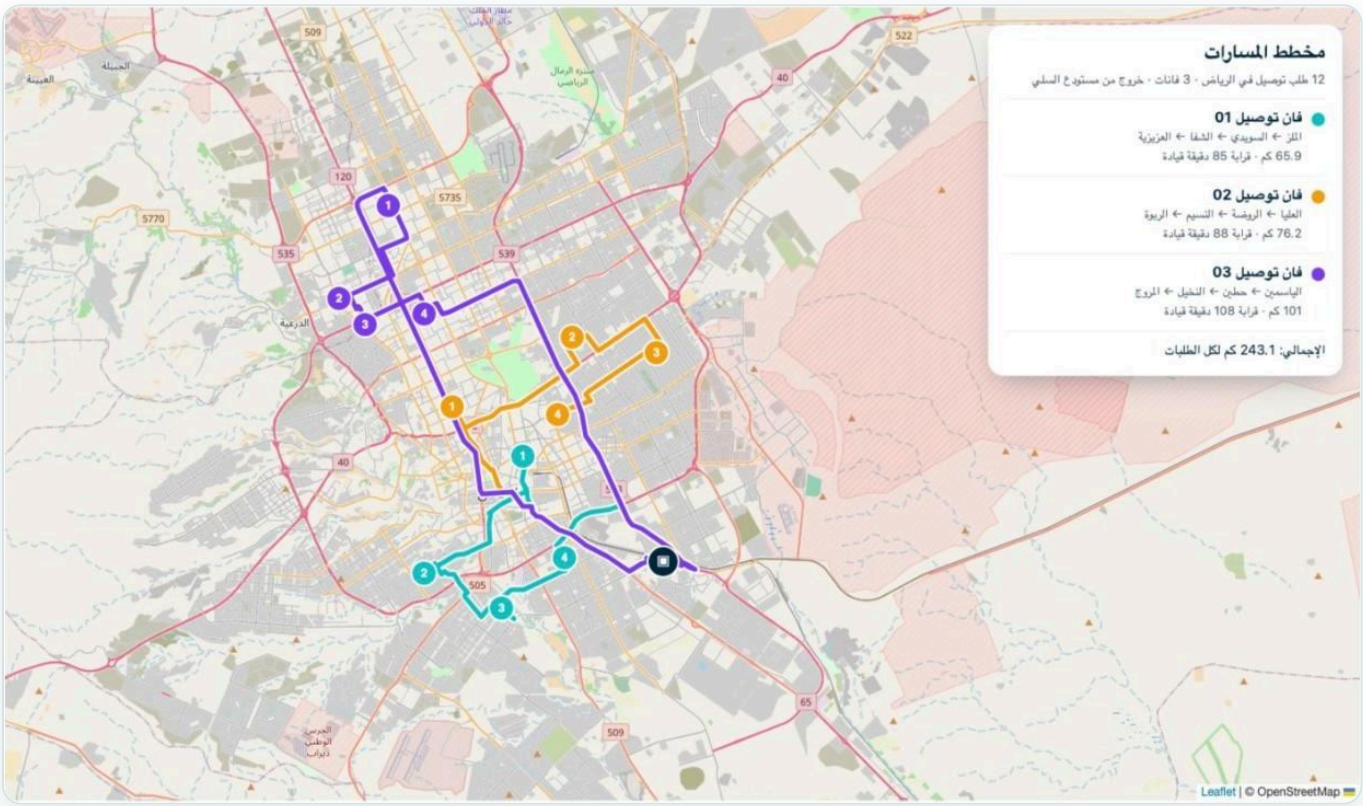
Assign deliveries to vans and order the stops automatically.

- Shortest routes on real roads
- Time windows and vehicle capacity
- Publish to the driver app
- Compare planned and actual routes

Temperature & doors

For food, dairy, beverages and other sensitive goods.

- Live temperature and history per trip
- Alert when a limit is exceeded
- Door events with time and place
- Door alert outside the delivery location



Example: 12 deliveries in Riyadh optimised across 3 vans in Rasd Fleet.

ON RASD FLEET

From data to action

Distribution managers see exceptions as they happen, from a van stuck at an outlet to a door opened away from the delivery point, and can ask the AI assistant for a daily summary.

1

Alert on the platform

The event appears on the map and in the log with vehicle, time and location.

2

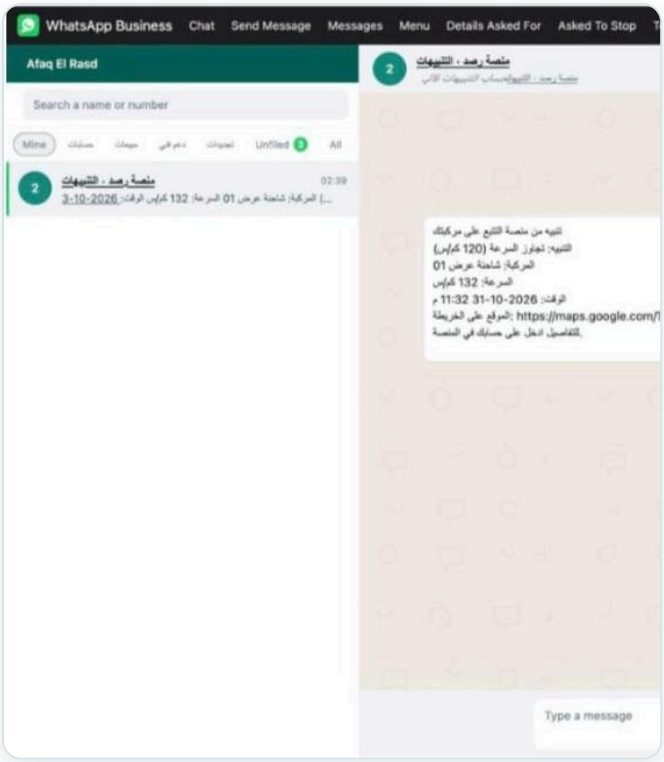
WhatsApp to the supervisor

Alert type, vehicle, value and a map link, on the channel your team already uses.

3

Automated voice call

Critical alerts also ring the supervisor's phone and read the alert aloud.



An alert delivered on WhatsApp Business.



The RASD AI assistant next to the live map: ask in Arabic or English.

Reports you can use

Trips

Distance, moving and stop times per vehicle.

Drivers

Driving events, speeds and individual scores.

Fuel & temperature

Consumption, refuels and temperature deviations.

WHO IT IS FOR

For every distribution network

Food & beverages
Daily rounds to retail outlets.

Dairy
Chilled distribution with temperature records.

Consumer goods
Wholesale and retail distribution.

Pharma distribution
Pharmacies and medical outlets.

3PL providers
Contract distribution for several brands.

Van sales
Route sales with visit tracking.

Why Afaq Alrasd Aldhki

- We start from your operation, not from a product list
- We select compatible devices and sensors for every vehicle
- Certified installation, calibration and platform setup
- Alerts and reports configured around your procedures
- Rasd Fleet hosted in Saudi Arabia, in Arabic and English
- Multi-AI: assistant, WhatsApp AI and AI voice agent
- Optional one-way integration with Odoo ERP
- Technical support with clear response targets



Talk to our team

Share your fleet size, routes and outlets, and we will propose a setup with route planning, driver apps and the right sensors.

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> Available data and functions depend on the vehicle, the installed device and sensors, network coverage and platform configuration. Compatibility is confirmed before implementation. Screenshots are from a demo fleet.