

## **DPD UK acquires digital mapping, data and routing specialist Pie Mapping**

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Acquired by DPD in late 2016, Pie Mapping won DPD's technology incubator scheme Last Mile Labs, with its routing, linehaul optimisation, and resource management system, which is now being used by DPD, with further enhancements lined-up over the

coming months. Pie's solution was designed to give DPD's linehaul managers and planners total visibility over fleet, drivers and routes in real time to better tackle issues such as motorway congestion.

Following the acquisition, Pie Mapping's founder Freddie Talberg has stepped down as Director and CEO, but will continue to be involved with the business as an advisor to the new senior management team, led by Stuart Hill.

Source: [CEP-Research](#)