



portatour® enables a look into the future thanks to precise driving time

How to turn sales territory planning into a time machine

portatour® Territory Optimization increases the efficiency of the sales force and takes a realistic look into the future thanks to driving time analysis and the optimization of call frequencies per customer.

VIENNA, February 25, 2025 – The topic of [territory planning](#) often makes sales managers break out in a cold sweat. With portatour® Territory Optimization, the Viennese software manufacturer impactit GmbH ensures that the people involved can take a much more relaxed approach to the topic. Thanks to considerable savings in mileage, time and costs as well as powerful SaaS performance, portatour® territory optimization works in a matter of seconds. It also offers flexible customization options for all eventualities of day-to-day field service. portatour® now goes one step further and, as a world first, also enables a realistic look into the future.

An end to wasted working hours

Whether customer calls are profitable or not depends on many factors. Circumstances such as the distance from the home location of the field rep, a solitary location in the territory or neighboring customers with different business hours and call interval can lead to disproportionately high driving times. Whether the relationship between time spent in the car and the length of a customer call is moving in the wrong direction is often not immediately apparent. Viewed over an entire financial year, this often means hundreds of working hours that cause costs instead of generating turnover. This is where portatour®'s territory planning comes in and creates a driving time per customer on request. The software calculates and informs you promptly about the particularly inefficient cases.

More efficiency through interval adjustment

portatour® Territory Optimization uses a complex algorithm to determine the driving time proportion per customer. On map, you can quickly see which customers generate a particularly large amount of driving time, marked in color. Instead of rescheduling or moving customer back and forth between field reps, it can lead to massive improvements to adjust call intervals in order to visit customers, whose drive is very high, more efficiently in the long term. portatour® Territory Optimization calculates immediately the saved driving time and also, for example, a year in advance. In this way, the company takes a realistic look into the future thanks to precise drive and saves money, fuel and time.

About impactit and portatour®

impactit GmbH was founded in Vienna in 2007 and has been part of the Solvares Group since 2021. portatour® creates route plans for field sales force at the touch of a button. Thanks to automatic suggestions for customer calls, more customers are visited with portatour® and fewer kilometers are driven. The web application is just as suitable for self-employed sales representatives as it is for international corporations and in all industries with field sales force. portatour® is a SaaS solution developed with love and passion by the team at impactit GmbH in Vienna.

Picture descriptions:

- **01 PR Driving time – Initial situation**

Initial situation: Travel time per sales representative per year: 988 hours

- **02 PR Driving time – Map overview travel time per year**

portatour® shows you the travel time per customer on the map

- **03 PR Driving time – Map Time wasters**

The time wasters: those customers who generate the most driving time per year

- **04 PR Driving time – Map Time wasters Detail**

Should we really be investing over 13 hours of travel time per year for the Löwen pharmacy?

- **05 PR Driving time – Map Time wasters Lasso**

The solution: Use the lasso tool to mark relevant customers...

- **06 PR Driving time – Time wasters – Extending the customer call interval**

... and extend the visit interval

- **07 PR Driving time – Results:**

The result: savings per sales representative per year: 80 hours - without reassignment!

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