



## GOFOR INNOVATION HIGHLIGHT



### COMPANY OVERVIEW

GoFor Delivers is a Canada-based last mile logistics company that offers on-demand and scheduled delivery of large items for retail, construction, and supply chain customers across the U.S. and Canada. The company focuses on providing simple, seamless, and sustainable delivery solutions for national and regional merchants. Current customers include The Home Depot, Home Hardware, and Sherwin-Williams. GoFor offers businesses everything from supplemental delivery services to fully outsourced fleets, using an innovative, technology-driven solution that includes web-based scheduling and routing for fast, renewable delivery services.

**LOCATION:** OTTAWA, ON

### TECHNOLOGY



**Data Centre and Cloud**

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### THE RETAIL INDUSTRY'S STRUGGLE WITH ON-DEMAND DELIVERIES

Retail businesses struggle with customer expectations for ever-faster delivery. As e-commerce giants have shifted from two-day to next-day to same-day delivery, shoppers expect the same experience from other brands. And when those brands don't meet their expectations, they move on. In fact, 55% of consumers say they will shift to competitors that offer faster delivery. At the same time, they increasingly expect environmental awareness from brands they shop with, and businesses must figure out how to make last mile delivery carbon negative as well as faster and more efficient.

### SOLUTIONS THAT TRANSFORM THE DELIVERY EXPERIENCE

GoFor's technology-driven solution matches the delivery needs of distributors and retailers with professional drivers and fleet operators, ensuring the right vehicle is used for every job. GoFor's goal is to provide fast, affordable, and renewable last mile delivery of large items. The company's easy-to-use solution allows businesses to request on-demand and scheduled deliveries and track them to completion. It also provides real-time data insights and reporting. GoFor's solution is easily accessible through mobile/web applications and API integrations.

### VALIDATION OF PLATFORM SCALING TO SERVE LARGE MERCHANTS

Through the CENGN Testbed, GoFor successfully tested and validated their solution, managing to handle the projected orders and drivers from ingestion to order completion. The testing completed during this project allowed GoFor to identify minor issues in its technology and address them. The GoFor solution's proven scalability enables the company to expand its services on a national and regional level for chain merchants across North America.

**"The CENGN project team, testbed, and tools helped GoFor gain valuable load performance insights, significantly enhancing load testing methods and tools through automation."**

**George Burnett III**  
CTO, GoFor

