OPTIMIZING ROAD FREIGHT LOGISTICS IN UZBEKISTAN THROUGH REAL-TIME TRACKING AND DIGITAL VISIBILITY PLATFORMS

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Abstract

Road freight logistics is becoming increasingly important for Uzbekistan as the country expands trade, strengthens transport corridors, and seeks to improve delivery speed and supply chain transparency. Real-time tracking and digital visibility platforms offer a practical solution for optimizing logistics processes by enabling continuous truck monitoring, route control, estimated time of arrival prediction, and faster communication between drivers, dispatchers, and cargo owners. This article examines the role of such platforms in improving operational efficiency, reducing delays, and supporting better decision-making in road freight management. It also outlines key implementation challenges, including data accuracy, internet connectivity, and user adoption. The article concludes that digital visibility platforms can significantly improve logistics performance in Uzbekistan when combined with reliable operational practices and effective digital integration.

Keywords

road freight logistics, Uzbekistan, digital visibility platforms, real-time tracking, supply chain transparency, logistics optimization, transport digitalization.

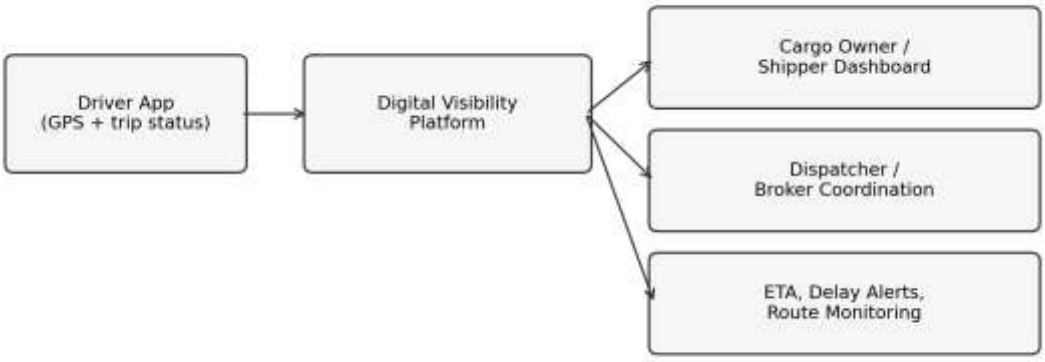
Introduction

Uzbekistan has given growing policy attention to the development of transport corridors, the digitalization of the logistics chain, the reduction of barriers in cargo movement, and the acceleration of goods delivery. This focus reflects a broader need to

make freight transport more transparent, coordinated, and efficient. World Bank materials also note that Uzbekistan improved from 129th place in the Logistics Performance Index in 2014 to 88th in 2023, although important logistics and infrastructure challenges still remain. In this context, digital tools for real-time freight visibility are especially relevant for national logistics modernization.

Applications and Benefits of Digital Visibility Platforms

Real-time tracking platforms help logistics actors monitor truck location, route progress, and estimated arrival time throughout the shipment journey. This improves coordination between cargo owners, dispatchers, brokers, and drivers, while reducing dependence on repeated phone calls and manual status checks. Such systems also make it easier to detect delays, route deviations, or idle periods and respond before these problems seriously affect delivery performance. For Uzbekistan, this approach is particularly valuable because policy and strategy documents have already emphasized the need for digital logistics platforms and electronic cargo tracking systems to reduce transport logistics costs and facilitate freight movement. In practical terms, this is the same operational logic behind local freight visibility solutions such as Yool.



Real-time freight visibility workflow for road logistics in Uzbekistan

Figure 1. Core functions of a digital visibility platform in road freight logistics

Source: Prepared by the author.

Challenges and Limitations

Despite these benefits, several limitations must be considered. The quality of logistics visibility depends on accurate location data, stable mobile internet, and continuous use of the tracking application by drivers. In some cases, incomplete adoption or technical interruptions can reduce the reliability of the platform. There are also concerns related to data protection, operational confidentiality, and integration with other logistics or enterprise systems. Therefore, successful implementation requires not only software development, but also strong operational discipline, clear user workflows, and secure data handling.

Conclusion

Real-time tracking and digital visibility platforms provide an effective foundation for optimizing road freight logistics in Uzbekistan. They improve transparency, support faster operational decisions, and reduce uncertainty in shipment management. As Uzbekistan continues to prioritize transport digitalization and logistics performance, such platforms can play an important role in building a more efficient and competitive freight ecosystem.

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