

## Minorplanet's VMI tool delivers new business and savings for Letterbox



A Vehicle Management Information (VMI) system, based on NAVTEQ maps, from leading supplier, Minorplanet has added value to the business operations of UK company Letterbox Distribution, improved turnover and delivered real cost savings.



### Situation

Letterbox Distribution can deliver between 1,000,000 - 3,000,000 per week of direct mail, including leaflets, cards and small brochures on behalf of clients.

The company, which offers tailored solutions for its customers, including shared or individual deliveries, needed to provide proof of delivery and monitor fuel consumption of its vehicle fleet. The goal was to improve business efficiency and save costs.

### Meeting the challenge

Letterbox – a member of the UK's Direct Marketing Association – identified Minorplanet's VMI tool as the right technology to enable it to become a groundbreaker in the direct marketing industry.

The VMI system is based on GPS technology to improve fleet management productivity and reduce running costs. It provides vital route guidance using NAVTEQ maps, as well as vehicle tracking.

NAVTEQ maps are valued for being updated regularly and verified in the field, and for their accuracy. Their quality data and rich attribution allows precise positioning of vehicles and maximised efficiency of delivery routes – essential ingredients in VMI's success.

### THE CHALLENGE

- Monitor dedicated teams through the distribution process
- Provide better customer service
- Tailor solutions
- Prove delivery route, time and dates
- Save on costs
- Monitor fuel consumption
- Improve efficiency

### THE SOLUTION

- A VMI system from industry leaders, Minorplanet
- Based on highly accurate and verified NAVTEQ maps
- It provides vital route guidance and vehicle tracking
- Reports that can be used to charge per mile.

### THE BENEFITS

- Increased profits
- Accurate invoicing
- Improved productivity
- Improved knowledge of time spent on the road
- Accurate fuel consumption monitoring leading to cost savings
- New business.

## Key benefits

The VMI system allows Letterbox to provide accurate invoicing. Not only is it able to monitor the miles driven in work time, but also private mileage.

Simon Greatbatch, Senior Sales Manager, said: "We are saving £20,000 per year on private mileage. We use the system reports to charge per mile, which covers wear and tear and depreciation of the vehicle. The system also saves us 33 per cent on fuel."

When a job is completed the client receives electronic or hard copies of the Minorplanet/NAVTEQ maps, showing the streets and roads they've delivered to. The system can also provide proof in time and date stamps if requested.

Letterbox also makes use of detailed reports available within the system to cross reference timesheets, checking for anomalies. It found it was losing around £1,500 a week in unaccounted man hours.

"We believe there are two savings," added Simon. "£75,000 per annum physical and £100,000 per annum invisible. When hiring staff we inform potential employees of the system. This helps to eliminate those who are not really committed in our recruitment selection."

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## About Minorplanet

Minorplanet Systems plc is the leading supplier of vehicle management information (VMI™) systems, which enable organisations to improve productivity and reduce fleet running costs.

Since its foundation in 1996, Minorplanet has been at the forefront of developing telematics systems. It has combined vehicle tracking by Global Positioning Satellite (GPS) and the latest mobile communications with other technologies to create systems that generate invaluable management information that go beyond the limitations of simply locating vehicles on a map. For more information visit [www.minorplanet.com](http://www.minorplanet.com)

## About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 3,000 employees located in 168 offices in 30 countries. Its European headquarters are in Veldhoven, Netherlands. For more information, visit [www.navteq.com](http://www.navteq.com).

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## VMI increases turnover

Letterbox puts its recent business success down to the Minorplanet system.

- It won a £30,000 contract with Heathrow Airport on the basis of VMI
- It has helped the company increase its turnover and added real value and cost savings.

*"We are saving £20,000 per year on private mileage. We are also saving 33 per cent on fuel because of the system."*

**Simon Greatbatch**  
Senior Sales Manager,  
Letterbox



## NAVTEQ CONTACTS

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