

Descartes and NAVTEQ help Ocado achieve superior home deliveries



A solution from Descartes that leverages NAVTEQ maps has given online e-grocery service Ocado a competitive edge by guaranteeing home grocery deliveries to customers within a one-hour time slot.

Challenge

With its ever-changing roads and many public events, it's difficult to make deliveries on time in London. But Ocado wanted to differentiate itself from the competition by guaranteeing it could deliver to customers within a one-hour time slot.

Ocado is a revolutionary online e-grocery service, which works in partnership with retailer Waitrose and makes millions of deliveries across London and Hertfordshire. It has a dedicated 1.2 million sq ft warehouse that supports its home delivery service.

The challenge Ocado set was to optimise delivery schedules and routes to reduce the total number of miles driven and the drivers/vehicles needed to service customer deliveries.

Solution

In August 2000, Ocado selected Descartes' integrated and intelligent delivery reservation solution Fleetwise, which uses a route planner powered by accurate NAVTEQ digital maps. Factors such as traffic conditions and speed classifications, as well as physical restrictions are all taken into account.

Ocado uses the integrated solution to generate – time slots and bookings for customers; accurate, automated geocoding; turn-by-turn route guidance; estimated times of arrival and improved drive-time analysis.



THE CHALLENGE

- Redesign Ocado's routing and scheduling system to guarantee deliveries within an hour
- Balance customer service with maintenance costs for its 100 van fleet.
- Reduce number of miles driver and drivers/vehicles required.

THE SOLUTION

- Descartes' Fleetwise delivery reservation solution
- Integrated route planner powered by NAVTEQ digital maps.

THE BENEFITS

- 95% on-time deliveries in one-hour time slots
- 40% increase in number of deliveries per route
- Accelerated growth
- Reduction in miles driven
- Balanced routes created
- Clear driving instructions
- Improved customer service.

Benefits

For Ocado, the results were impressive. The system optimises deliveries at the point of order, creates balanced routes, generates clear driving instructions and improves customer service.

Not only has the solution helped Ocado achieve 95 per cent on-time deliveries in one-hour time slots, it has also seen a 40 per cent increase in the number of deliveries per route. The system has helped Ocado to accelerate its growth and there are plans to expand its online grocery service nationwide.

Ocado will continue to rely on Descartes' routing solutions and NAVTEQ digital maps to deliver consistently superior customer service.

About The Descartes Systems Group

The Descartes Systems Group is a respected provider of logistics management technology. Descartes' leading logistics solutions drive operational efficiency, enhance customer service and improve purchasing precision for organisations in more than 60 countries worldwide. The company offers 24/7 international customer support, has 35 reseller partnerships and offices and distributors throughout the Americas, Europe, Middle East, Africa and Asia Pacific.

For more information, visit www.descartes.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 over 3,100 employees located in 167 offices in 31 countries. Its European headquarters are in Veldhoven, Netherlands. For more information, visit www.navteq.com.

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How NAVTEQ helped?

NAVTEQ ensures accuracy in the solution. Its NAVSTREETS street network data is the highest quality available in North America and Europe, and offers:

- Exceptionally precise geometry
- An unprecedented number of attributes
- Superbly detailed coverage.

"Descartes' solution, leveraging NAVTEQ maps, is key to giving us our competitive edge of one-hour time windows for consumer deliveries. This is an important differentiator in our business."

Robert Gorrie

Logistics Director for Ocado



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