

Coca-Cola Enterprises saves \$millions with ORTEC solution enhanced by NAVTEQ



The award winning Vehicle Routing and Dispatch software solutions from ORTEC, enhanced by accurate NAVTEQ data – saves Coca-Cola Enterprises \$45 million a year by improving the effectiveness of its daily dispatch.

Challenge

With \$21 billion in annual turnover, Coca-Cola Enterprises (CCE) is the largest bottler and distributor of Coca-Cola. Every day, it delivers coke from 430 distribution centres to an area that is home to more than 400 million consumers.

CCE needed a system that would improve the effectiveness of daily routing and dispatch, including enhancing the Direct Store Delivery process in Belgium and Great Britain. The new system should be less fixed and more accurate compared to the old one, as well as transparent to users.

Solution

CCE selected ORTEC's Vehicle Routing and Dispatch solution because its route optimisation software minimises miles driven, as well as driver hours, planning and dispatch time. It takes into account actual travel times and distances, customer service restrictions, vehicle capacity and many other factors.

The ORTEC solution finds the most efficient delivery route among CCE's pool of orders for the day, incorporating data elements (including delivery time windows and geocodes), parameters such as driver and vehicle costs, and hard rules like respecting delivery time windows and soft rules such as minimum route duration.

Accurate routes and quality location information are assured thanks to the use of NAVTEQ data, which is updated regularly and validated in the field.



THE CHALLENGE

- Modify the daily planning and dispatch process with planners and drivers.
- Replace existing system with one that's less fixed.
- Increase accuracy and improve route analysis.

THE SOLUTION

- ORTEC Vehicle Routing and Dispatch software.
- Route optimisation.
- Takes into account real-time travel and many other factors.
- Noted in Consumer Packaged Goods industry.

THE BENEFITS

- Planning efficient delivery routes, improved accurate delivery.
- Minimises miles driven and time spent on driving, planning and dispatch – cost effective
- Flexible scheduling.
- Improves ability to make analytical decisions.

Benefits

The ORTEC Vehicle Routing and Dispatch solution resulted in more flexibility; enabling dispatchers to both develop a more cost-effective schedule in less time and to determine better delivery strategies.

It allows dispatchers to immediately see the impact from any manual movements, so they can make decisions analytically and compare scenarios.

Another advantage is that managers can track information because drivers are involved in the process and suggest route changes to their supervisor. Consistent, clear communication among drivers, managers and dispatchers ensures improved accuracy.

ORTEC Vehicle Routing and Dispatch thrives in dynamic marketplaces such as the Consumer Packaged Goods industry and recently earned a nomination for the Franz Edelman Award for Operations Research.

About ORTEC

ORTEC is one of the largest providers of advanced planning and optimization software solutions and consulting services. ORTEC solutions result in optimized fleet routing & dispatch, vehicle and pallet loading, workforce scheduling, delivery forecasting and network planning. ORTEC provides both best-of-breed, custom made and SAP® certified solutions, supported by strategic partnerships. ORTEC has over 800 customers worldwide, 600 employees and several offices in Europe and North America. For more information, visit www.ortec.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.

NAVTEQ is a trademark. © 2007 NAVTEQ. All rights reserved.
All other product or service names referenced herein are the property of their respective owners.

How NAVTEQ helped?

NAVTEQ's map data is key to SHORTEC's accuracy.

- Its street-level data is comprehensive and reliable, so drivers don't waste time finding locations.
- Maps are updated and maintained regularly and to the highest standards.
- Customer service is improved as a result.

"We're able to deliver within the customer's delivery time windows, which makes the customer happy and helps stabilize the Direct Store Delivery system, while promoting cost efficiency."

Yvan Maenhout
Logistics Director
Coca-Cola Enterprises Belgium



NAVTEQ CONTACTS

enterprise@navteq.com
www.navteq.com