

## Paragon uses NAVTEQ maps to help Harrods deliver on time



A software solution from Paragon that uses NAVTEQ street level mapping is helping famous London store Harrods to meet its delivery promises, with faster planning, better driver and vehicle use and reduced courier costs.

### Situation

Harrods – the world’s most famous department store – wanted to streamline and improve the planning, operation and reliability of its home delivery service to customers within the M25 motorway.

It meant replacing Harrods’ existing manual system with an automated solution that would swiftly route and schedule deliveries of fresh and ambient produce ordered by customers at its renowned Knightsbridge store.

### Meeting the challenge

Paragon Software Systems met all Harrods’ challenges and more, with map data support from NAVTEQ. Paragon’s automated solution, together with its Fleet Controller software and NAVTEQ street mapping, has speeded up the store’s planning, improved its vehicle use, reduced courier costs and given it total control of its delivery service

The Fleet Controller software automatically compares Paragon’s plans to real-time activity via a standard interface to Masternaut vehicle tracking technology. So progression of the day’s delivery schedules is clearly visible and any issues can be dealt with quickly.

Paragon’s plans are also connected to Masternaut satellite navigation units, giving drivers accurate routing to customer addresses. This relies on the acknowledged reliability, quality and accuracy of NAVTEQ’s street mapping.

### THE CHALLENGE

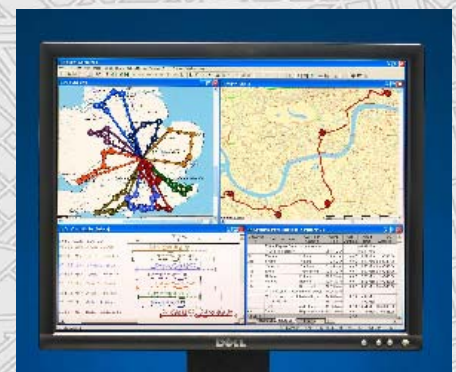
- Allow Harrods to plan its home deliveries faster and more efficiently
- Replace a manual planning system with automation
- Increase driver/vehicle utilisation
- Reduce courier costs
- Ensure total control of process
- Increase customer satisfaction.

### THE SOLUTION

- An automated route scheduling optimisation solution from Paragon, with Fleet Controller to introduce visibility, and accurate planning underpinned by the latest NAVTEQ maps.

### THE BENEFITS

- Ability to handle more deliveries
- Reduced courier costs equating to a 15 per cent saving on overall transport costs in the summer
- Total control of transport performance and delivery
- Comprehensive, reliable street-level data for accurate delivery
- More reliable delivery service.



Paragon’s vehicle routing and scheduling system

## Adding value

The addition of Fleet Controller saw Harrods take total control of its transport performance and delivery service. It provides an accurate, up-to-the-minute picture of transport and service performance and enables Harrods to increase customer service levels.

Harrods can also respond quickly and effectively when problems arise and ensure schedules are met.

“Planning parameters can also be refined for continuous improvement”, said Charles Nockold, Paragon Marketing and Business Development Director.

“During our recent summer sale peak the software enabled us to handle many more deliveries using our own fleet and reduce the need for costly courier deliveries”, added Ben Reardon, Harrods’ Dispatch Area Manager, “which equates to a saving of 15% of our overall transport cost. We couldn’t be happier with the results”.

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### About Paragon Software Systems

Paragon is committed to providing excellence in transport optimisation and execution systems. It provides solutions for small, medium and large companies ranging from those with 10 vehicles at one site up to complex multi-site distribution planning and real-time vehicle tracking and monitoring for companies with hundreds of vehicles. Its clients include Tesco, Royal Mail Group, Comet, CEVA Logistics, DHL-Exel, Toyota, Pirelli and Rank Hovis.

### 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 2,200 employees located in 144 offices in 27 countries.

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## PARAGON

Paragon has an unparalleled track record in routing and scheduling technology.

- More than 1,200 of its systems are installed worldwide
- Its solutions are used in over 23 countries
- Paragon solutions help companies to cut transport costs, improve operational efficiency, reduce planning time and raise customer service levels.

*“Paragon enables us to make the best use of our vehicles and drivers, and provide a reliable delivery service to our customers.”*

**Ben Reardon**  
Dispatch Area Manager,  
Harrods



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