

Sodexho uses Magellan Ingénierie's TourSolver optimisation software to distribute its ready meals.



Sodexho's subsidiary La Normande uses NAVTEQ data in association with Magellan Ingenierie's routing optimisation software to distribute hot and cold meals daily to its 560 clients.

Challenge

La Normande, a subsidiary of the Sodexho group, produces and distributes ready meals to both private and public sector organisations. Based near Dieppe, the company has the greatest production capacity of any in the ready-meals industry in France while handling only a small number of meals per contracted customer – the average is 46 meals per delivery site.

The undertaking of this project was therefore to put in place an optimisation solution for calculating delivery routes for the company's fleet of 35 vehicles (both owned and contracted-out) and its 560 customers.

Solution

After issuing a call for tenders and having tested several solutions, the TourSolver software package was selected. Olivier Herment, in sole charge of La Normande's entire fleet of vehicles, can now optimise the routes for all the company's vehicles in only a few hours. He chose TourSolver for its price, its flexibility of operation and for the rapid return it offers on investment.

Benefits

Optimum quality of work and improved visibility

The company was able to take back better control of the delivery process, improving its management not only of mileage and driver hours but also of customer requirements. "By screening our delivery routes through TourSolver, we have improved our work and we can now plan our routes quickly. Even the best of professionals will never get results as good as the computer's. " "Now we know exactly how much time a delivery takes them and exactly what distance they have to cover; the routes taken are simply no longer a matter of discussion, because I have complete confidence in the complex calculations carried out by our software."



THE CHALLENGE

- An average of 46 meals per client
- 35 vehicles
- 560 clients

THE SOLUTION

- Optimisation of delivery rounds with Magellan Ingénierie's TourSolver software.

THE BENEFITS

- Savings of €150,000
- A significant reduction in planning time
- Use of 25 vehicles instead of 35 initially
- Reduced mileage



An enriched customer database

In order for TourSolver to schedule the optimum sequence for deliveries, the customer database has to be supplied with the best possible information. TourSolver for Microsoft MapPoint takes into account all available resources (vehicles, drivers etc.) as well as any requirements imposed by the customers themselves. This is why setting up TourSolver represents the perfect opportunity to fill in customer database information with great precision and hence to capitalise on corporate memory.

Smooth handling: change without tears

The company had to deal with a certain degree of reluctance when the project was first put in place: the drivers' misgivings and the fear of changing routines, of loss of control and above all of job-losses. But La Normande implemented a policy designed to reassure employees by coaching them through the changes and particularly by guaranteeing that jobs would be maintained. By explaining its strategy and by taking account of human factors (such as re-assignment to other positions), La Normande succeeded in handling the changes smoothly and without upset.

Better monitoring of customer relations

The itineraries calculated take account of all parameters, including any speed limits that may be in operation over parts of the route, which enables the company to fine-tune deliveries so as to meet its customers' requirements.

About Magellan Ingenierie

Magellan Ingenierie develops solutions for the use of cartographic and road databases. These products make it possible to calculate access times, route planning, and journey optimisation while at the same time taking full account of the haulage method and the type of roads involved. Its applications can be used in fields such as transport, geo-marketing, the Internet and fleet management. Magellan Ingenierie's product range is available as ready-to-use softwares and as developer kits.

The TourSolver's product range for route optimisations is used in a wide range of sectors, including publishing, healthcare, automatic distribution, corporate services, food industry and manufacturing.
www.magellan-ing.fr

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.

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Navteq maps in France:

- 36600 municipalities rolled out by NAVTEQ, with street names
- 11700 Industrial Zones*
- 1,252,147 km of roads
- 367,313 POIs
- HGV constraints shown

"Initially I was frankly reluctant. I tried to test the capacity of the software by imposing a great many constraints such as city speed limits and other specific factors that come into route calculations. But the results are there, and faced with a saving of over €150,000 I could only be delighted!"

Mr Olivier Herment

Director of the Saint-Nicolas-d'Aliermont branch and manager of the La Normande fleet.



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