

AMP uses optimisation tool WinRoute to support its strategic decisions

AMP strengthens its competitive position thanks to Routing International

Due to the increasing competition, AMP wanted to maximize its service quality and optimize its distribution costs. The company has chosen WinRoute to support its strategic decisions and realise realistic simulations of their transport planning.



AMP is the market leader within the Belgian press distribution. It takes care of the distribution of more than 300 newspaper titles and more than 5.000 different magazines.

With about 350 vehicles (trucks and vans) the company delivers 6 days a week almost 6.000 selling points (e.g. independent agents, kiosks, press shops, hypermarkets, gas stations).

The choice of AMP to work with Routing International is based on the extensive possibility to configure WinRoute to the specific problematic of AMP taking into account mass, delivery hours and depot locations. And last but not least, on account of WinRoute great computing capacity, it simulates costs with the greatest precision and optimises most effectively.

WinRoute models the complex business constraints and processes of AMP

Planning and optimisation tools are generally used to plan daily routes. It can also be used to optimise fixed routes as it was the case for AMP. Indeed AMP has to work with fixed routes since a change in these routes implies a huge internal reorganisation. And these reorganisations will only be done when there are drastic changes as the integration of a new client or a depot movement.

Time is the most constraining factor within the press world. Publishers want to print as late as possible in order to include the latest news (e.g. football results). Most of the newspapers and magazines become available between midnight and 3 AM and very often have to be available at distribution points as from 4 am. The time window to distribute to AMP 6.000 distribution points is thus very narrow.

"Thanks to the optimization of WinRoute, AMP has reduced its distribution costs by approximately 5%. This is a lot considering those narrow time windows," explains Steven Roels, Consultant at AMP.

WinRoute is also contributing to the ecological protection strategy of AMP

AMP considers that they have to contribute to the ecological protection of our environment. Thanks to WinRoute, editions can be grouped, thus limiting the number of vehicles and number of kilometres to drive.

Within the distribution sector, volume and weight are crucial. WinRoute makes sure that legal transportation standards and maximum cargo capacity are always respected.

"WinRoute is of permanent use to interact with evolution of the market tendencies and to optimize deliveries (by respecting hours) while respecting legal constraints (by respecting weight). Thanks to WinRoute we are able to group orders and to limit the driving distance. WinRoute thus contributes to the ecological protection strategy of AMP." says Herman Dekkers Distribution Director at AMP.

Changes within the distribution plan of AMP makes it necessary to simulate costs all the time

Changes in depots locations have a huge impact on time windows and distribution costs. The distribution plan of AMP goes through lots of changes, since publishers are centralising to some bigger sites. Thanks to WinRoute the effect of these movements on the distribution cost can be measured very precisely.

Also weight and volume can fluctuate suddenly due to a promotional article or free gadget within a magazine. These kinds of promotions make it necessary to simulate and foresee extra volumes.



WinRoute is an important commercial tool

With WinRoute the commercial service can calculate the precise cost for the integration of new clients or delivery spots. Thanks to the simulations they quickly make accurate price offers.

About AMP

AMP is the biggest press distributor in Belgium. The main stockholder of AMP is Group Lagadère through its sister company Hachette Distribution Services (HDS). HDS has offices in US, Canada, Germany, Poland, Spain, Switzerland and France.

AMP distributes not only national press titles but also takes care of the distribution of international press.

For more information: www.ampnet.be

About Routing International

Routing International is a Belgian company specialized in software development for vehicle routing and planning problems. Thanks to its WinRoute software and its team of consultants, Routing International helps companies from all seize to optimize their distribution planning, thus increasing their profitability and competitiveness.

Routing International has offices in Brussels, Paris, Luxemburg and Rotterdam. Since 1990, more than 100 clients have chosen Routing International to optimise their distribution planning.

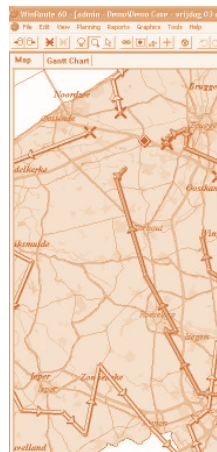
For more information: www.routing-international.com

About WinRoute™

WinRoute software is based on the latest technology as it comes to planning and optimisation. It has been developed with the interaction between dispatchers, logistic managers and study departments in logistic companies and is the result of more than 15 years of experience accumulated with our clients.

WinRoute is based on 4 pilasters, with each a specific objective.

- o The **graphical interface** is intuitive and ergonomic. Any user can easily find the information he needs and modify efficiently the planning.
- o The **model** is flexible and very large. It offers the possibility to translate very precisely all the constraints, even the most complex, to which the dispatchers are confronted and adapts to any particular situation.



WinRoute advantages :

- Reducing planning time
- Efficiency and cost reduction
- Improving service quality

- o The **optimisation engine** is very powerful. It helps to obtain quickly more efficient and less expensive distribution routes.
- o The **integration** between WinRoute and your IT environment offers a maximal interoperability (order management systems, TMS/WMS, ERP, etc)

The WinRoute product family also includes ID-Fix™ and WinRoute On-Line™.

The main benefits for WinRoute clients are:

- o **Reducing planning time.** This regained time can be used to improve service delivery (for example accepting orders until a later deadline) and the comfort of the dispatcher (avoiding working at night).
- o **Better efficiency of the distribution rounds and cost reduction.** As it is trough the reduction of the number of kilometres, the number of vehicles used, a better grouping of the deliveries or just trough balancing work load between drivers, WinRoute computes the planning that best suits your objectives. Experience shows that the use of WinRoute leads to the reduction of 5 to 25 % of the transportation costs.
- o **Improving service delivery.** The planning WinRoute computes, respects all your constraints and client specifications (time windows, specific delivery measures ...) and is based on the exact model of the company procedures (vehicles, drivers, depots, visits, order specifications, delivery time). These details make shore that every client will be delivered in time.

