

Magnus Fine Wines organization improves thanks to Routing International

Every day they plan 250 deliveries with WinRoute

Magnus Fine Wines is a Belgian company that imports, distributes and delivers wine. The distribution is organized with the help of WinRoute software from Routing International.



Before choosing WinRoute, Magnus Fine Wines organized its distribution tours manually. With about 250 deliveries to plan every day, this was demanding a tremendous amount of work. Thanks to WinRoute the whole delivery processes has been automated.

"After having decided that we needed a more effective way of working, we asked 4 companies to present their solution. The choice led unanimously to Routing International. It was the solution delivering the best performance. It was not the cheapest solution but the system matched perfectly with our needs. Clearly, WinRoute was by far the best option," declares Patrick Magnus, co-founder of the company and Sales & Marketing Manager.

Full automation

The integration of WinRoute had a significant effect on the internal organization of Magnus Fine Wines. In the past, order forms were printed on a daily basis and placed into sorting boxes. The dispatcher had to plan the distribution rounds manually on the basis of these paper forms. Unnecessary to say that this task was particularly time consuming and that it resulted into many errors.

Since the introduction of WinRoute, Magnus Fine Wines organises its work in a different way. Deliveries are introduced in the accounting software and are no longer printed out. In parallel to WinRoute, Magnus Fine Wines bought a custom phone application. This application makes the link between order management, the accounting software and WinRoute. When the operator calls the client, the information is directly sent to the accounting software that transfers it to WinRoute.

"In the past we were flood with paper. Now everything is much better organized. We only print the information when everything is ready," explains Bart Mortier, responsible for the planning and organisation of the deliveries.

Routing International implemented WinRoute and made sure the connection between the different software tools was well in place. *"Everything went well, the consultant of Routing International has analyzed our configuration and problem in depth and the software has been installed smoothly,"* continues Patrick Magnus. *"The implementation has only taken a few days and the conversion of the old data to the new system did not present any problem."*

Smooth and easy

The collaboration with Routing International went very well. *"WinRoute offers many advantages. We can treat more deliveries. Moreover, we can accept last minute orders until 30 minutes before closing down the planning. We also have a better control: the list of deliveries can be printed and gives us immediately a clear overview. Not to talk about all the stress falling away..."*

"Routing International is one of our leading partners, a very important link into our organization. We have regular contacts with their consultant, he is always ready to bring answers to our questions, which is very important in a collaboration like this," concludes Filip Magnus, co-founder and financial and administration manager.

About Magnus Fine Wines

Magnus Fine Wines exists since 1984 and is specialised in selecting, importing and distributing wines with a very interesting price quality ratio. Their product line consists out of 300 affordable (as from 3 to 4 Euro) quality wines from France, Spain, Italy, South Africa, Chilli, Argentina and Australia. Magnus Fine Wines distinguishes from its competitors thanks to its home/business delivery service. Only 25% of Magnus clients buy on the spot. The orders are mostly taken by phone, e-mail or internet. Magnus Fine Wines delivers mainly to private persons and to companies. Deliveries are organised per province and clients can choose between day and evening delivery.

For more information: www.magnuswijnen.be

About Routing International

Routing International is a Belgian company specialized in software development for vehicle routing and planning optimization. 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 built on the latest technology as it comes to planning and optimisation. It was developed in close collaboration with dispatchers, logistic managers and study departments of companies from various industries. It is the result of more than 15 years of experience working closely with our clients.

WinRoute is based on 5 pillars, with each a specific objective

- o The **graphical interface** is intuitive and ergonomic. Any user can easily find the information he needs and efficiently modify the planning.
- o The **geo-coding engine** transforms—approximately spelled- addresses into their X,Y coordinates on the map.
- 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 particularly powerful. It helps dispatchers quickly obtain distribution routes that are more efficient and less expensive.
- o The **integration** between WinRoute and your IT environment is built to offer maximum interoperability between the company different software tools (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 **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.
- o **Reducing planning time.** The time saved 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).

