

Schweppes and Routing International, a long collaboration full of peps !

This company with international reputation gains time and money thanks to WinRoute

Schweppes Belgium, a soft drink producer with international reputation, organises its distribution rounds with software tool WinRoute of Routing International.



Before Schweppes switched to WinRoute (eight years ago), they organized their distribution rounds manually. This was very time consuming and not very efficient.

"We needed a more professional and automated solution. We lost a lot of time and money with those manual planning," says Bernard Baugniet, Traffic & Warehouse Manager at Schweppes Belgium.

Schweppes requested different offers and chose without hesitation for Routing International.

"Routing offered the best quality price relationship. We have been one of their first clients, but afterwards it seemed the most appropriate choice," explains Bernard Baugniet.

"The program is very flexible and user friendly. By integrating all parameters of our clients like opening hours, waiting time and loading and unloading times into WinRoute, we become quickly efficient and very realistic routes," clears up Bernard Baugniet.

An organisation up and running

At Schweppes, WinRoute is conducted by only one person. As to avoid all risk, 2 other people have been trained to use the program. This way a backup is always available in case of absence or illness.

Schweppes delivers within 48 hours, on the basis of orders received by fax, e-mail, EDI (Electronic Data Interchange) or phone. As soon as an order is put into the system (MFG Pro, similar to an ERP program), data is imported into WinRoute that computes a planning in function of the needs of the day.

WinRoute delivers route sheets per vehicle and sends data back to the MFG Pro for approval. Then the shipping tickets are printed and the agenda for loading is prepared. Schweppes guarantees a 48 hours delivery, but in reality delivery terms are much shorter.

Because of the nature of its products, the work organization presents seasonal working peaks: in June and July volumes are three times more important than in January.

WinRoute: nothing but profit...

"WinRoute offers lots of advantages: to start with, WinRoute means a gain of time and money. Moreover the distribution planning is much more accurate, reducing thus the number of vehicles. This provides a non negligible financial advantage. Besides we are shore that we do not have to deal with unforeseen surprises concerning the results: if WinRoute decides that 20 routes are necessary, it is correct. Everything goes by as planned," says Bernard Baugniet.

"We intervene almost never manually within the planning, only by mean of exception for very specific requests."

"The communication with Routing International goes by perfectly: they are very professional and always willing to listen. Problems are solved within short delays."

Schweppes has been a reference for several clients wanting to see the program working in real life. Also this is great proof of satisfaction.

"If we had to change something to WinRoute? No. Really, I don't see how we could make WinRoute better," concludes Bernard Baugniet.

About Schweppes Belgium

The trade mark Schweppes has been created in the 18th century by the Swiss man Jacob Schweppes. Schweppes is being commercialised, just as San Benedetto, Gini, Canada Dry, Oasis, Orangina, Appletiser, Ricqles and Dr Pepper by Schweppes Belgium, being part of an important international group Cadbury Schweppes producing, commercialising and distributing drinks and candies.

Cadbury Schweppes domes products as Cadbury, Schweppes, Halls, Trident, Dr Pepper, Snapple, Trebor, Dentne, Bubblicious and Bassett, being produced all over the world. Schweppes Belgium is located in Genval where the production of PET and glass bottles takes place.

For more information: www.cadburyschweppes.com

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.

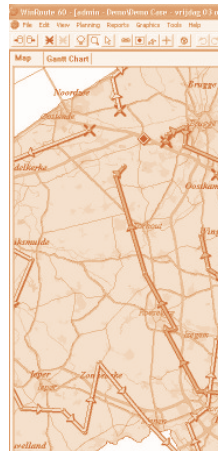
For more information: www.routing-international.com

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.

