



ROUTE OPTIMISER

Plan. Fulfill. Manage in the cloud.

"I would recommend RO to any business that is wanting to save money and improve their business in a whole. Doing your job better means improved morale"

Nigel Hyde, Trade Manager

Growing Pains: The most expensive thing in the business is the transport. With a major driver being 'customer service excellence', Hogs Back Brewery is mindful of the quality of its distribution, and the ever increasing costs.

Nigel Hyde, Trade Manager explains, Before implementing RouteOptimiser, Routing the Customer deliveries was done by involving more people than we needed to and would involve myself, drivers, other people who thought they knew best and it wasn't based on anything that made any sense and that isn't cost effective.

As we delivered to more and more places our costs are rising and, we had to find a way of bringing that down and the way to bring that down was to come up with a different solution and making it simpler so we can reduce the man hours that were involved and involve one person for 20/30 minutes rather than three or four people for three or four hours.

We looked into routing software and we found many different options available but

because of the size of business most of them were too expensive for us. I found DPS and they have a system called Route Optimiser, and that is scaled at businesses our size, so small to medium-sized businesses who don't have large fleets, that's where Route Optimiser came in.

We export our current customer list from our brewery system and import into Route Optimiser. We let Route Optimiser optimise a month's worth of deliveries we were then able to compare that to our current month of deliveries for that month. The initial indicator was that 'We were driving over 400 miles extra than we needed to'.

We have now been able to come up with a new delivery schedule which we are able to implement, to offer a better service, go to them more often, we save miles, save money, the drivers are doing less hours and we've got room to grow and that's the main thing.

We use RO now in a lot more of a simplified way because we've done the groundwork when we got in and we set up a good

delivery schedule. Now it's a simple case of at the end of each day we take our current orders, we import them into RO based on the parameters in RO which are set to our specific settings, we then optimise the daily orders that will give us as many routes as needed but will never exceed our current limitations here, if it does it tells us and we are able to take steps to rectify that.

With RO we've been able to save costings, firstly in the fuel side of things. The fuel's gone down in the past few months dramatically. It's also helped the drivers, sales team because from the first point of order to the delivery point, everything's a lot simpler now and we know that with RO if the routes been planned and we're happy with it, it's going to be done the right time.



The Brewery located in Tongham near Farnham in Surrey, was founded in 1992 by Martin Hunt and Tony Stanton. They soon won a Silver Award in the Best Bitter Class at the Camera Great British Beer Festival in 1995 for their beer T.E.A, Traditional English Ale.

T.E.A then went on in 2000 to become 'Champion Beer of Britain' which has helped the Hogs Back Brewery gain prominence in the UK and now brews in excess of 120 barrels a week.

www.hogsback.co.uk

