



# Wholesale Distribution

dynamic planning and route optimization

Wholesale distributors are often under pressure from both manufacturers and retailers.

To achieve success when margins are tight, improving operational efficiencies is critical. The good news is that technology can integrate processes and streamline information flows to optimise route planning efficiency and provide the visibility and understanding of what is happening with any job, at any point throughout the day. That enables responses to be made quickly in real-time to sudden changes to the planned schedule to maintain customer satisfaction and loyalty.

## CHALLENGES

Wholesale distributors face unique challenges in today's marketplace where distribution networks are increasingly complex:

- Using fixed routes and having to cope with variable orders every day makes it impossible to avoid inefficient loads and can create overloading. It also means that as routes are not optimised, the working day can vary significantly, causing driver dissatisfaction.
- Ensuring every location receives their orders within specified time windows, when the customer is ready to accept the load, is very difficult to manage with fixed routes. Optimised scheduling can maximise on-time arrival.
- Managing frozen and chilled product deliveries with variable orders often means available space is wasted and risks compartment overloading.
- Customer orders and locations often require specific vehicle types. This inevitably means cost and time inefficiencies in routing with driver's frequently criss-crossing each other.

## BUSINESS ADVANTAGES

Maxoptra was specifically designed to allow wholesale distribution companies to drive operational efficiencies, allow rapid reaction to any changes in real time and improve customer service, thereby:



Reducing operating costs of up to 10% to enable new pricing competitiveness;



Meeting customer expectations on real time delivery and collection notification, leading to increased satisfaction and business growth by:

- Growing new opportunities and repeat business with existing customers;
- Increasing loyalty and retaining existing customers;
- Winning new customers.



### Improved customer service

Integrated with TomTom Telematics, Maxoptra constantly updates the delivery status of each order, the vehicle position and calculates the estimated time of arrival. Dispatchers and users thereby have better visibility into where product is in the staging and loading areas.



### Better solution faster

With Maxoptra you need only few minutes to work out the route. It means you can go on receiving orders far longer, postponing the cut off time.



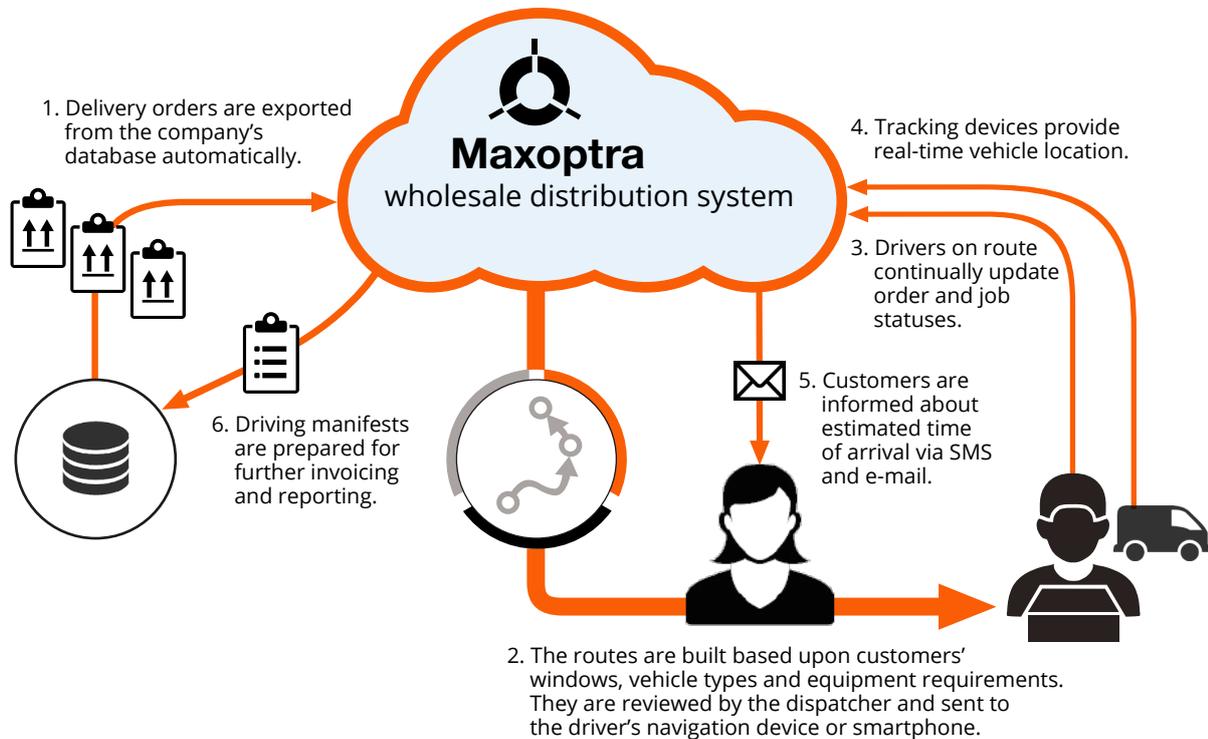
### Higher driving discipline

"Real-time plan-fact" analysis allows you to note late arrivals and changed delivery sequences that can impact significantly upon customer satisfaction. Having full visibility of what is happening means you can manage customer expectations and understand what improved driving discipline is required



### Decreasing costs

Maxoptra schedules always focus on decreasing costs. It doesn't matter how many deliveries each area has, the smart system distributes all orders among drivers equally. Routes are sequenced to match customers' time windows and always be on time. During the day with every new order, the system will constantly update the schedule to adjust delivery sequences, weights and vehicle requirements.



## UNIQUE FUNCTIONALITY

Maxoptra offers a broad set of functionality for wholesale distributors:



### Even greater software usability

All orders are shown clearly on the map. Ideal delivery sequences can then be built automatically through "drag-and-drop", the simple process of dragging selected orders to a vehicle.



### Automation

Maxoptra builds each delivery schedule in seconds, taking into consideration customer's time windows, vehicle types and equipment requirements, driving hours and many other constraints. It is always aimed to reduce driving hours, mileage and cost.



### Driver's mobile app and in-cab navigation

Drivers can constantly keep in touch with the dispatch office through a mobile app. They report job status in real time to the controller and receive new orders during a day. Integration with TomTom navigation lead a driver through a traffic faster and real-time positioning information via GPS is constantly reported to the dispatch office. All this helps the scheduling team to make efficient allocation decisions faster.



### Reporting

Maxoptra business reports provide managers with instant visibility of overall operational efficiency and arrival times. Dashboards and KPI reports help to identify top drivers and any possible driving violations. Maxoptra also produces On-Time In-Full reports that monitor delivery times and maintain customer satisfaction.



### Integration

Maxoptra provides comprehensive integration functionality including HTTP-API, import-export facilities and real-time data exchange on the database level, so that orders are easily imported from systems and portals. Routes, orders status and ETAs are then uploaded back to the headquarter systems at the end of a day.

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Maxoptra is a dynamic scheduling and route optimisation software platform designed to enable fast and efficient decision-making, in real-time, within ever-changing operational environments, particularly service management, supply chain, distribution and home delivery. Easy to use, affordable and highly customisable, Maxoptra helps companies to do more business with the same resources at a lower operational cost and having an open API is an ideal complement to any telematics, WMS and CRM solution. As a subscriptionbased SaaS solution, Maxoptra is accessible 24/7 from any web browser worldwide, meaning every new release of functionality is immediately available to subscribers with no additional charge or upgrade cost. Our scheduling solutions manage over 10,000 fleet vehicles worldwide every day. Customers include Gist, Avis Car Rental, Snap On, Serviceline, Walkers Transport, Champion Timber and many others.

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