

# Brewer's Distributor

It's about Creating Efficiency!



#### Industry:

Transportation

#### Challenges:

- More efficient route scheduling - increasing driver compliance and on-time performance
- The ability to compare scheduled routes against actual routes

#### Results:

- Stem time enhancements - more accurate delivery estimates and happier customers, with the added benefit of lower maintenance costs and less overtime for our drivers.

Brewer's Distributor Ltd. improves customer satisfaction while increasing business efficiencies - with WebTech Wireless!

#### Streamlining Business Practises

In today's hectic, urban environment, how does a delivery-based business streamline their business practises, by scheduling more efficient routes - ultimately ensuring lower operating costs and higher levels of customer satisfaction?

Brewer's Distributor Ltd (BDL), a Western Canada beer and empty container distributor for Molson and Labatt was faced with the challenge of streamlining its busy Vancouver city delivery service. In fact, Brewer's Distributors had two main goals in mind when they began investigating their options. They needed a solution that would deliver better driver compliance and at the same time increase the company's on-time performance, translating into higher levels of customer satisfaction. Their search led them to WebTech Wireless.

#### Fleet Management Solution

WebTech Wireless' Quadrant fleet management products and services offer a range of comprehensive vehicle management tools that enable significant opportunities for impacting bottom line results, including mapping, reporting, vehicle maintenance, in-vehicle telemetry, wireless application and internet connectivity.

#### Schedule Adherence

In the case of Brewer's Distributor Ltd., they were looking for a tool that would provide real-time access to location data, allowing them to analyse routing schedules and determine which routes were more effective and why. This tool would also need to accurately compare scheduled routes against actual routes and provide notification when a deviation from the plan occurred.

Working together with Brewer's Distributor Ltd., WebTech enhanced the Quadrant service offering to include schedule adherence functionality, delivering the capability that BDL needed, while providing insight into further opportunities for creating efficiencies. BDL discovered that some deviations were in fact valid and the company was able to make adjustments, accomodating route improvements.

#### Stem-time Enhancements

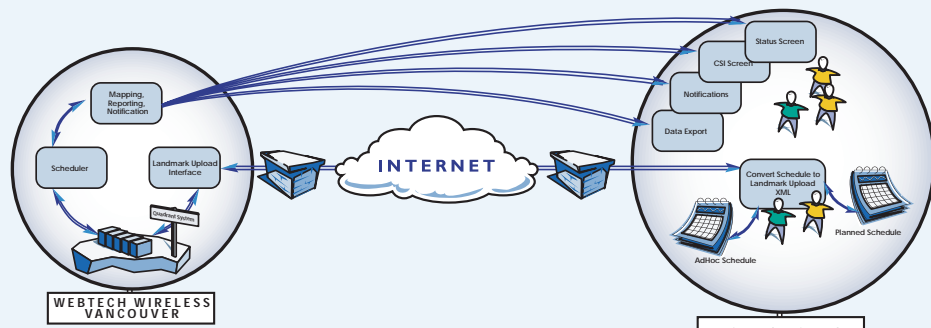
For increasing the company's on-time performance, BDL focused on creating stem-time (the length of time between stops) enhancements. Real-time location data helped the company create more accurate delivery estimates, which in turn translates into happier customers. Accurate estimates ensure the driver gets to the customer site when they are expected, and the customer reduces the amount of overtime or temporary staffing required.

## IT Impacts on Bottom-line at Brewer's Distributor

"We are trying to better manage our drivers and routing schedules, ultimately saving time and money," comments Mark Richardson, Director, Information Technology. "The more efficient we are, translates into lower maintenance costs on our trucks, less overtime for our drivers and more satisfied customers - it's a win-win scenario."

So far the solution has addressed these immediate needs, however, the company looks forward to being able to identify anomalies and investigating patterns that occur over longer periods of time. "We anticipate further savings will be realized when we are able to fine tune or make minor adjustments to our routing schedules based on long term research," added Richardson. "Being able to blend routes for example (transferring stops from one driver's route to another) will provide another opportunity for us to reach schedule compliance and improved on-time performance while making sure our drivers don't have to cover further distances."

## ENHANCE PRODUCTIVITY with Schedule Adherence



Schedule Inquiry Screen - Microsoft Internet Explorer

Address: http://192.168.166

### Schedule Inquiry Screen

Vehicle	Site	Scheduled Arrival	Actual Arrival	Scheduled Departure	Actual Departure
Ken	Geange Home	2004-09-01 19:30:00	2004-09-01 20:45:41 (-01:13:41)	2004-09-02 07:30:00	2004-09-02 07:54:36 (-00:24:36)
Ken	WTW Office	2004-09-02 08:30:00	2004-09-02 08:37:36 (-00:07:36)	2004-09-02 12:30:00	2004-09-02 12:33:29 (-00:03:29)
Ken	Metrotown	2004-09-02 12:20:00	2004-09-02 12:39:25 (-00:19:25)	2004-09-02 13:20:00	2004-09-02 13:43:06 (-00:23:06)
Ken	WTW Office	2004-09-02 13:35:00	2004-09-02 13:51:14 (-00:16:14)	2004-09-02 17:35:00	2004-09-02 19:14:43 (-01:39:43)
Ken	Geange Home	2004-09-02 19:30:00	2004-09-02 19:47:22 (-00:17:22)	2004-09-03 07:30:00	2004-09-03 06:45:20 (00:44:40)

Done Internet

[www.webtechwireless.com](http://www.webtechwireless.com)

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