



TESTIMONIAL : ARP

Market : Newspaper Repository
Use : Route optimisation
Product : TourSolver for Microsoft MapPoint



An interview with M. d'Altri O Dardari, Chief Executive Officer

THE COMPANY

The Regional Press Agency (RPA) is the newspaper repository for the Forbach region. A repository is a sales agent, mandated by publishers to distribute newspapers to points of sale.

Since 1987 the depository network has witnessed a consolidation effort aimed at reducing distribution costs and standardizing warehouse sizes.

THE NEED

Consolidation means a repository like RPA is faced with the challenge of trying to keep costs down while integrating an unfamiliar set of delivery routes whenever another repository is integrated into RPA's portfolio.

THE RESULTS

"TourSolver has allowed us to manage driven distance since these costs cannot be passed on to the customer. We also improved our cost/speed ratio of the transportation infrastructure".

EASY TO IMPLEMENT

"TourSolver is easy to use and we optimized our routes in no time. Moreover, we can rapidly modify and instantaneously recalculate routes as our business evolves."

"A lot of consolidation amongst repositories is occurring. We recently incorporated a new repository with overlapping routes to ours. Integrating the new routes presented a real problem. With TourSolver we quickly redistributed delivery Tours, while cutting costs without compromising our delivery service."



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