



Customer Testimonial: Alliance Healthcare

Market: Pharmaceutical distribution
Use : Route Optimization
Product: TourSolver for MapPoint



Interview with Philippe Godon, Operations Manager of Alliance Healthcare - Distribution.

COMPANY

Alliance Healthcare is a subsidiary of Alliance Boots, which services more than 125,000 pharmacies, hospitals and care centres throughout the world, thanks to its 380 warehouses distributed among 14 countries (including partners). Controlling 30 % of the market, Alliance Healthcare is a major actor in France in pharmaceutical wholesale and distribution of medicine and healthcare products. It offers a complete and personalised approach with solutions and services for its different partners, pharmacies as well as pharmaceutical industries. With 5,000 associates, it registered a sales turnover of Euros 5.5 billion in 2005. The company delivers 15,000 pharmacies everyday and has chosen the software TourSolver for Microsoft MapPoint to plan and schedule the distribution routes of its 1,350 vehicles. Deliveries are managed from 53 distribution centres which supply the 4,000 daily routes.



RESULTS

"Considering that each vehicle covers on average 500 km per day, each saving made per day for each vehicle yields really significant annual savings" states Mr Philippe Godon, Operations Manager of Alliance Healthcare - Distribution.

After a few months of tests, Alliance Healthcare chose TourSolver for Microsoft MapPoint to optimise all of its delivery routes. The system was set up in the 53 distribution centres in so that each area manager could plan its delivery routes and better satisfy each of its customers.

TourSolver, the software program developed and published by Magellan Ingenierie, takes into account the geographical location of the customers as well as the specific constraints for each sector, delivery times, vehicle capacities, costs of resources, specific requests made by each customer, etc. (up to 60 constraints taken into account).



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THE INTERESTS OF THE SYSTEM SET UP

"Beyond the quality and pertinence of delivery routes calculated by TourSolver, we were impressed with the ease of implementation of the software, which was the key to success in setting up the system in our agencies", confirms Mr Philippe Godon.

It is possible to output TourSolver results in different formats: Microsoft MapPoint maps, Excel sheets, Word or text files, etc.

"Further to substantially cutting down operational costs, TourSolver enables our customers to achieve an increased satisfaction level of their own clients, says Mr. Benoît Quévy, CEO of Magellan Ingenierie. "they also appreciate the possibility of considering all or only part of the existing route to implement gradually possible changes within the organization"