



TESTIMONIAL : DNA

Market : Newspaper Repository
 Usage : Route optimization
 Product : TourSolver for Microsoft MapPoint

An interview with Mr. Marc L  h  , Studies Manage



THE COMPANY

DNA a daily regional newspaper publishes 26 editions and distributes 200,000 copies per day. DNA has 3 types of delivery Tours: 85% are subscribers delivered before 7:00 a.m., 2% are mailed, the remaining 13% are sold to distributors for delivery to newsstands. DNA employs 43 drivers, handling 84 daily routes totalling 2500 delivery stops. Total nightly distance driven is 8,000 km.

THE NEED

Reduce costs by reorganizing delivery routes while delivering correct quantities for each customer, on-time.

With TourSolver, the challenge is to

- Eliminate tardiness.
- Eliminate exceeding vehicle capacity & optimize vehicle loads.
- Optimize delivery costs in general.

THE RESULTS

The results which were key in our selecting TourSolver are as follows:

- Reducing delivery routes from 20 to 17.
- On-time delivery for ALL deliveries
- Optimized vehicle loading (90% ratio for all vehicles)
- No vehicle capacity was exceeded
- Cost reduction of 40,000, or 9% per year in one territory

The number 1 objective for a newspaper is to make deliveries on time. In theory it sounds simple; however, in reality it is extremely difficult. With TourSolver, we can now measure costs and time for deliveries.

THE INTEREST OF THE SOLUTION

"We consulted other software developers, but we selected TourSolver from Magellan Ing  nierie for a number of reasons. First of all the cost, but also for the encouraging results from one territory we tested. We were impressed by TourSolver's performance and especially by its ease of use."



Driving Your Way to Success

