

BIDVEST MAPS THE WAY TO QUICK SERVICE

March 2004

Bidvest Australia Limited, one of Australia's leading food services providers with a specialist business unit supplying food and other products to the quick service restaurant sector, is enjoying significant savings in time and cost through the application of digital mapping to planning delivery routes across NSW.

In the first such application at Bidvest, digital mapping of route planning is saving the company more than \$150,000 a year in fleet costs while reducing by more than 60 percent, the time required to plan delivery routes.

The savings result from the use of mapping and route navigation data and a geocoding application, provided by MapData Sciences Pty Ltd, (MDS) in conjunction with Bidvest's fleet management system, supplied by Manugistics.

A food services provider whose major customers include such well-known names as KFC and Pizza Hut, Bidvest operates 24x7, delivering to all KFC & Pizza Hut stores in metropolitan & regional NSW twice a week. Bidvest's generic and branded product lines include frozen, chilled and dry grocery products, kitchenware and a range of hospitality supplies.

Manugistics' system is used to manage its fleet of delivery trucks, generating optimal route plans and scheduling drivers and resources. Complimenting this system are the MapData Sciences products RoadNet Routing Network, RoadNet Presentation and its geocoding engine, QuickLocate.

These products operate transparently with the Manugistics fleet management system, to enable schedulers at Bidvest's Wetherill Park distribution centre in western Sydney to calculate the optimum cubic volume and weight of each load.

MDS' Australian RoadNet products allow the Manugistics system to present the national perspective of all roads and geographical features within Australia. The products contains 26 layers of geographic map data for all of Australia, including a complete road transport fabric from freeways and tollways down to vehicular tracks, highways, main roads, streets, paths, sealed and unsealed roads and tracks, overpasses and tunnels. Data includes street names, average travelling speeds, route numbers, and one-way turn restrictions. Weight and height restrictions are provided for but will be populated at a later date. Other data layers include airports, bridges, points of interest, leisure facilities, national parks, railways, rivers, lakes and sport venues, to name a few.

There are interfaces within the fleet management application which allow Bidvest to define, modify, or create mapping data transparently.

Bidvest uses the MDS geocoding engine to convert address information containing street address and suburb into a latitude and longitude that describes a unique position on the Earth's surface. The MDS geocoding engine deciphers the correct components from an address and determines the suburb or locality, postcode and state. Along with the position, the engine returns an unambiguous, correctly-formed address, which is then matched against a spatial database to identify trafficable infrastructure.

Drivers who contract to Bidvest are paid on a per kilometre basis. By using digital mapping to achieve a more accurate calculation of routes and distances to be travelled, Bidvest has achieved an immediate annual saving of about \$150,000 over what it used to pay its drivers said Nigel Parnell who is responsible for service, operations and finance of the business.

The improved routing process is also now completed in just one hour, as against three.

“One of the main reasons that Bidvest chose Manugistics technology is the ability of its system to route direct to individual stores,” Mr Parnell said.

“The fleet management system ensures the flexibility we require to service some country routes that entail as much as 2200 kms and 80 hours of travel (drive) and unload time.”

The combination of MDS products enables the Manugistics software to provide street level routing, detail distance and time calculation, directional information such as one way streets and driver trip direction reports.

A consultant with Manugistics, Andrew Chang, says: “ By partnering with MDS, Manugistics is able to provide customers with a complete solution that can be implemented quickly. This combined functionality gives Bidvest a competitive edge.

“While similar mapping data is available from sources other than MDS, the level of detail is different, especially in relation to road classifications.

“MDS has also proven to be a most complete, professional and partner-friendly company to work with,” Mr Chang said.

ends