

AMCS Case Study Schulstad Denmark

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Schulstad Denmark is a leading producer of bakery products, producing 120 million bags of fresh bread annually to the Danish retail industry. The company uses AMCS Route Planner for their automated planning and AMCS Mobile Web to provide proof of delivery, route lists and navigation directly to their drivers' smartphones.

Schulstad Denmark in brief

Schulstad Denmark's origins date back to 1880 and the company has worked consistently since then to advance the Danish consumer bread culture by emphasising the traditional bakery craft. Their more than 800 employees at 3 bakeries and distribution centres work to produce and distribute breads and pastries to 2,700 retail customers daily on 110 routes handled by 80 trucks.

Since 2003, Schulstad Denmark has been a part of the Swedish Lantmännen Group, one of the largest food producers in the Nordics. Lantmännen is owned by 40,000 Swedish farmers, has 12,000 employees, and operates in 19 countries. The group has an annual turnover of 42.9 billion SEK.

Niels Holm, Logistics Director at Schulstad Denmark, explains why the company added the mobile solution to their route planning. "We have planned and optimised our distribution with AMCS Route Planner for a long time. We wanted to integrate the system with a mobile solution from the same provider to handle, for example, proof of delivery, route lists, and navigation. Purchasing the AMCS Mobile Web module gives it to us all in one solution."

Customer demands and customer service

Holm continues, "Our distribution is different in the sense that most of it is carried out during the night when our customers are not present. We needed a solution that documents proof of delivery. We have narrow customer delivery time windows, and we must be able to show that we comply with them."

"In order to provide excellent customer service, we have made it a part of our business model to offer our customers the delivery scheduling they prefer. Down the line, we want to expand this solution with notifications that are sent automatically to the customer in case of delays or changes because our distribution is dependent on traffic conditions, etc."

The mobile solution from AMCS makes it possible for Schulstad to provide better service to their customers. As Holm explains, "In addition to having detailed route lists sent to their smartphones, our drivers can also refer to photos and descriptions of where to place the delivered goods. This is a huge advantage to us and to our customers when it comes to avoiding replacement and substitutions."

"Furthermore, because several of our customers' sites are located in environmental zones, we need to be able to document our movements. Environmental laws and regulations have a big impact on our distribution, but with a planning system like AMCS we can set up rules and parameters to make sure that all planning and execution is conducted in accordance with regulations."



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An integrated solution with affordable hardware

With the mobile solution from AMCS, there is no need for expensive on-board computers. The solution works with simple smartphones and tablet PCs that are relatively inexpensive in both acquisition and maintenance.

Niels Holm says, "We use Samsung Galaxy smartphones for our drivers. That means that we have very little expense in maintaining hardware and software. If there is a problem with a smartphone, we simply provide the driver with a new one – there is no complicated set-up or installation."

"It was important for us to have a solution on flexible hardware such as a smartphone. Likewise, it was also important to have a solution that integrates with the already up-and-running planning systems in order for everything to operate automatically," Holm explains.

"With an end-to-end solution from AMCS, we now have master route planning, operational planning in real time, and a mobile solution all in one system. Even though the daily planning is decentralised in each distribution centre, all information is collected and stored in one central place. All status messages, signatures, photos and comments are sent from the mobile unit back to the system, ready to be used for documentation, reporting and future planning."

In control of delivered and collected goods

The AMCS Mobile Web solution makes it possible for Schulstad's drivers to record the exact amount of delivered goods, as well as how many empty pallets and boxes are returned. As Holm explains, "For our production purposes, it is important to be in control of the whereabouts of all boxes and pallets at all times. We produce and distribute every day, so it is necessary for us to monitor the amounts of delivered and returned goods every day."

Major benefits from implementing the system:

- ▶ Planning and mobile solution integrated in one system
- ▶ Proof of delivery to customers in accordance with time restrictions
- ▶ Route lists with direct access to navigation from mobile unit
- ▶ Large savings in terms of hardware acquisition and maintenance
- ▶ Increased service level resulting in increased customer satisfaction
- ▶ Status messages sent from mobile unit to the system in real time
- ▶ Reporting on delivered and returned goods

Holm concludes, "With the integrated planning and mobile solution from AMCS, we have a far better ability to maintain an overview of the entire planning scenario. We know the status of each individual route at all times, as status messages are sent to the system in real time from the mobile unit. In addition, each driver has a complete overview of his own route with all information for each stop and the option to make manual changes when necessary."

AMCS Mobile

If you want to know more about Schulstad's use of AMCS Mobile or other AMCS products, please contact your local AMCS representative. You will find contact details below.

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