

Advanced routing and scheduling solution for DIA

The transport market of Spain is characterized by its fragmentation. Many small, often family-owned companies operate within the Spanish transport market. For example, a dozen of different companies may serve a subcontracted operation of 50 vehicles. The same was the case at the Spanish supermarket DIA, part of the French multinational retailer Groupe Carrefour. Since DIA offers quality products at a low price, it is obliged to carry out its distribution logistics efficiently and continuously seek improvements.

“we clearly realized quick gains and identify a significant improvement of our KPI's”



- Part of the French Multinational Retailer Groupe Carrefour
- 14 warehouses to 2,394 outlets
- Solution: distribution optimization
- Integration with GPS devices

Successful pilot

In 2002, DIA began an extensive selection procedure for the implementation of an advanced routing and scheduling solution. DIA contacted ORTEC at the end of this procedure and quickly recognized the added value of SHORTREC to support and optimize its routing and scheduling process. After a two-day workshop at ORTEC, DIA decided to start a pilot implementation at its Mejorada depot in Madrid. This would be the ultimate test - as this depot services 195 outlets with 40 trucks, operated by 14 different companies.

DIA set very clear goals for the pilot by demanding significant improvements on several selected key performance indicators. After two months, it was clear that these expectations were met. A second site, with a different logistics structure - larger distances and less stops - has gone live successfully as well and was almost fully independently implemented by the DIA staff.

Currently DIA implemented SHORTREC at various depots in Spain, Portugal and Greece. They continue to do so accross their entire organization to further increase the added value of SHORTREC for its retail distribution operations. ORTEC and retail distribution prove again to be an unbeatable combination - whenever, wherever.





A solution in seconds

DIA selected SHORTREC Distriplanner for their distribution planning in Spain for all 14 warehouses to

2,394 outlets. SHORTREC generates a high quality distribution plan in seconds. To optimize control over its fleet and continuously guard the quality and safety of its products, DIA also equipped all vehicles with ALCOM GPS devices from Protos

Communications, an ORTEC partner in Spain. Protos integrated its GPS devices with temperature devices. ORTEC fully integrated the back-office functionality in SHORTREC so that the planner has full control, armed with information about the position of – and temperature in – the trucks.

A number of alerts are generated automatically, specifically:

- temperature valuations;
- doors open outside of geo-fence of outlets;
- too late/early entering/departing a geofence of an outlet.

With the SHORTREC feedback, the planner has the right tools at his fingertips to make decisions and take action, or to have SHORTREC propose the best adjustment to the plan.

A testimonial to success

Says Pedro de Bernardo Alonso, Logistics Development Manager of DIA, “With SHORTREC we clearly realized quick gains and identify a significant improvement of our KPI's. We can improve our service-level significantly at lower logistics costs. This project is followed closely across our entire organization and we're looking forward to benefit from the efficiency gains of the further rollout. Thanks to the support of ORTEC and its key-user education we've been able to implement our second site very much on our own.”

More Information

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