

Coca-Cola Enterprises and ORTEC

Increasing Dispatching Efficiencies at CCE

Since 1987, BASIS has fulfilled Coca-Cola Enterprises' requirement for daily routing and dispatching for the delivery vehicles. The migration to SAP led by Project Pinnacle means that BASIS is eventually going away. After a detailed vendor evaluation process, Coca-Cola Enterprises (CCE) selected SHORTREC as the new software solution to replace BASIS dispatching.



Dispatching Operations Today

On a typical day in North America, over 7,000 routes are dispatched to deliver over 85,000 orders to approximately 80,000 customers. CCE employs over 200 dispatchers, located in 28 dispatch hubs, to perform this critical role each day. The Belgium and Great Britain divisions use a very similar process for Direct Store Delivery (DSD) business.

Using BASIS dispatching, dispatchers are responsible for the logistics of routing and load creation for various types of trucks including bulk, sideload, Order Fulfillment System (OFS), and modified sideload. They are also responsible for producing daily, night/weekend, pre-sold full-service, direct delivery, multi-day, fountain, and cold drink routes.

BASIS dispatching is based on fixed delivery strings, which are made up of grids (a one-square-mile area) and outlets sequenced within those grids. In addition, vehicles and drivers are assigned to delivery strings in a fixed sequence.

Benefits of SHORTREC versus BASIS Dispatching

North Texas General Manager Rick Gillis said, "Managing delivery time windows in our ever more complicated bulk arena is a huge win. SHORTREC is more flexible than BASIS Dispatch because it enables our dispatchers to develop a more cost-effective schedule in less time and helps our dispatchers determine better delivery strategies."

SHORTREC finds the most efficient delivery solution among the pool of orders for that day. Various elements are incorporated to determine this solution. For example:

- *Data elements:* Includes delivery time windows, geocodes, unloading times, and merchandising times.

- *Parameters:* Includes driver and vehicle costs, road network speeds, and driver work times.
- *Rules:* Includes respecting delivery time windows (hard rule) and minimum route duration (soft rule).

SHORTREC differs from BASIS by allowing dispatchers to immediately see the impact from any manual movements. This enables dispatchers to become more analytical in their decision-making.

Cyril Turner, Atlanta Division general manager, stated that, "SHORTREC is a great tool for analyzing 'what-if's' and comparing different scenarios. The software works from the facts for that day and not a fixed standard. It also allows us to build routes based on time parameters so that everyone has an equitable day."



The Driver Debrief

"It is important for drivers to provide feedback on delivery time windows and the level of merchandising so that managers can track this information and alert dispatchers of changes that may need to be included in SHORTREC's route analysis," said Dispatch Manager David Meeks of the Atlanta Division. Our drivers are our closest contact to the customer. They know where to park, which types of vehicles can deliver to the outlet, the times during which a successful delivery can be made, and, on average, how long it takes to unload and merchandise the product at each store.

Denny McMahon, distribution manager in Naugatuck, CT said, "Drivers like to be included in the process. They appreciate that they can suggest route changes to their supervisor and in their next delivery to the location, see that the changes were made." Dispatcher Carol Hayes, of the Atlanta Division, was among the first group to pilot SHORTREC. "Updating data for SHORTREC doesn't end after implementation. That's just the beginning." Hayes explained that the accuracy of SHORTREC's analysis depends on consistent and clear communication among drivers, managers, and dispatchers.

Improving Efficiency and Streamlining Operations

Ultimately, SHORTREC will allow CCE to increase delivery productivity while improving customer service. Also, CCE drivers will be able to better follow their itineraries and complete their workday within the dispatched time.

Yvan Maenhout, Logistics Director for Belgium, said, "Early results show that we're able to deliver within the customer's delivery time windows, which makes the customer happy and helps stabilize the DSD system, while promoting cost efficiency."

For more information please visit our website www.ortec.com or contact us at info@ortec.com or at 678-392-3100.

BASIS Interface

LS Set	Vehicle Num	Grp	Typ	Driv	Ord	Stp	Out	Units	Utilization Cube	Wgt	Time
01	180	16X	1	1573	8	8	8	295	041%	037%	097%
02	181	16S	1	1554	15	15	15	410	055%	052%	098%
04	183	16S	1	1467	19	19	19	386	052%	049%	096%
05	184	S16	1	1477	10	10	10	402	047%	045%	076%
09	189	S12	1	2412							

SHORTREC Interface