

Transport Efficiency Analysis

Isotrak serves up TEA - the first accurate, objective benchmarking and fleet performance measurement tool for the transport industry

Isotrak announces a new haulage fleet analysis tool, the Transport Efficiency Analysis (TEA), which for the first time leverages real operational data to highlight where companies can save money - and, crucially, reduce their carbon footprint - by increasing transport efficiency from planning to execution.

Isotrak's TEA utilises real-world operational data captured from a fleet's own vehicles, interpreted through Isotrak's own extensive operational insights, and combined with a shrewd analysis of the people factors and management issues that can make or break a successful transport operation.

Each TEA is intended to prove objectively that intelligent vehicle tracking and telematics data capture can yield win-win-win benefits for transport companies:

- Carbon footprint reduction
- Cost savings
- Customer service improvements

Because each analysis is based on real operational evidence from real fleet vehicles, not simplistic vehicle and resource counts, TEA findings can be scaled up with confidence to encompass the whole fleet.

By identifying where and how realistic adjustments could be made, TEA provides the most accurate possible illustration of how a foresighted investment in transport management technology can soon be recouped in costs saved, service improved and carbon emissions reduced.

TEA finally bridges the credibility gap between the typical benefits of a transport management system (such as Isotrak's Active Transport Management System) and the specific, objective proof of return that is required by a transport company's board contemplating new systems investment.

Isotrak, the UK market leader in real-time vehicle tracking and transport management systems, is sponsoring today's IGD Sustainable Distribution event to highlight the huge opportunities for transport fleets to take the lead in carbon footprint reduction. Last month Isotrak revealed performance data¹ indicating that within the transport industry, technology-enabled retail supply chains are leading the way in carbon footprint reduction thanks to

their enthusiastic adoption of transport management technologies such as Isotrak's ATMS.

TEA can also be used to provide accurate (anonymous) benchmarking of fleet performance, helping the management board understand precisely how their perceptions of fleet performance stack up in the light of objective measurement - and their competitors' results.

How It Works

Isotrak's TEA takes the form of a pilot implementation study, typically undertaken using a representative sample of vehicles chosen from an operator's fleet, and extending over a two or three month period.

Participating vehicles are equipped with Isotrak's GPRS/satellite tracking module, and its CANbus engine telematics interface, which together capture every aspect of operational performance during the execution of typical duties.

The TEA pilot study establishes precisely how, where and when each vehicle moves, and how well it is being driven, permitting Isotrak to identify precisely where money could be saved, emissions reduced and efficiency improved. Every TEA can help companies:

- quantify and minimise time spent in Unknown Locations and Restricted Places
- quantify and optimise time spent in Known Places
- identify opportunities to enhance Plan vs Actual and Collection performance
- enhance Vehicle Utilisation
- identify fuel saving opportunities
- quantify and reduce carbon emissions in pursuit of Corporate Social Responsibility (CSR) obligations

As part of the service, Isotrak also applies its extensive consultancy expertise to review the transport management office function. Isotrak can offer numerous tried and tested recommendations – e.g. improving driver debriefs, implementing Plan-Do-Review, even altering the office layout – to help balance human and technological success factors when deciding how best to tackle a fleet-wide transport management implementation.

“An efficient transport business is not only a reduced cost, better service business, but also a lower carbon emissions business,” comments Craig Sears-Black, Isotrak’s Marketing Director. “That’s why Isotrak, as a transport efficiency enabler, is sponsoring this week’s IGD Sustainable Distribution conference² – and why we’ve chosen that event to launch our new Transport Efficiency Analysis.

“Through our consultancy work for customers including Tesco, Sainsbury, Marks & Spencer and the Royal Mail, we know that transport management technology is no longer optional but mandatory for any serious player seeking to lock in continued success. Thanks to TEA, transport operators now have the evidence and advice they need to invest in the future of their business.”

Isotrak’s TEA is offered on a consultancy fee basis according to the scope and characteristics of the pilot study required. On the basis of previous similar initiatives, Isotrak estimates that it will take most companies only three months to earn back the consultancy fee in cost savings.

¹By integrating sites, fleets, deliveries and collections, Marks & Spencer’s General Merchandise operation reduced mileage by 14%. By improving driving style, another Isotrak customer now benefits from 5 to 10% fuel consumption improvements, holding the potential to save 120,000 tonnes of CO2 emissions per annum. By ensuring efficient route plans other retailers have reduced unnecessary congestion while also reducing fuel consumption and emissions.

²IGD is a charitable organisation providing thought leadership and supply chain best practice for the food and grocery industry. Its activities include impartial industry overviews and analysis on all areas of food and grocery business. The IGD Sustainable Distribution Event (19 June 2007 in London) aims to explore macro developments driving the environmental agenda, and how businesses are responding through a variety of collaborative efforts. For more information, see www.igd.com.



About Isotrak

Isotrak developed the concept of Active Transport Management to help customers improve transport efficiency, improve service performance, improve environmental performance, and reduce costs. We provide our customers with tailored software products and professional service solutions to help deliver value and help transform transport management. We deliver our products as a ‘managed service’ to ensure that customers can focus on the job of managing transport, rather than managing the technology. Established in 1996 as a division of NFC, Isotrak became a separate company in July 1999 and today manages thousands of vehicles for customers including Tesco, Marks & Spencer, Sainsbury’s and the Royal Mail.

For more information, go to www.isotrak.com or call 01908 540 777.

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