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Isotrak systems support C Butt's Netto contract win



C Butt this week goes live with the Isotrak transport management system that played a crucial role in securing the five-year Netto retail distribution contract, announced on 9 September. Isotrak has already installed its GPS tracking equipment in 21 Mercedes tractor units, with the remaining 42 Scania tractors due to be installed in early October.

According to Karl Hodgkinson, C Butt Group Operations Director, "Winning the five-year Netto contract confirmed our dedication to delivering quality logistics services. Isotrak systems are playing a fundamental role in underwriting our quality pledge, by ensuring Netto's stores will get the correct delivery in time, every time."



Winning a competitive tender

A key requirement of Netto's competitive tender opportunity was to increase efficiency within Netto Foodstores' distribution operation, based in depots at South Elmsall near Pontefract and Daventry in Northamptonshire.

Previously, vehicle movements to and from Netto's 193 UK stores had been planned and measured using traditional spreadsheet and *ad hoc* phone calls, which could not deliver the level of efficiency that Netto now required.

Northampton-based C Butt already knew that Isotrak systems would deliver a step-change in efficiency, having had past experience of working with Isotrak in their other operations. A crucial benefit was Isotrak's unique ability to engage with the customer requirements, developing strong operational and commercial proposals, all backed by a strong 13-year transport industry heritage. Thanks to this, Isotrak was able to help C Butt handle Netto's Request For Proposal (RFP) successfully and at very short notice.

The vehicle tracking data from Isotrak systems will be integrated with routing software from Paragon, ultimately enabling C Butt to plan resource availability and measure performance seamlessly.

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Investing in Isotrak for long-term benefits

The Isotrak ATMS solution being deployed includes vehicle tracking, driver style management to reduce fuel consumption and driver communications to improve responsiveness and customer service. In the longer term, the company is already evaluating wider roll-out of Isotrak systems across its entire haulage fleet and is moving towards membership of Isotrak's

3iS Club, the transport industry's first collaboration tool which allows vehicles from many fleets to collaborate as one, with full autonomy to deliver further revolutionary efficiency improvements.

Craig Sears-Black, Sales & Marketing Director at Isotrak added: "We're delighted to be supporting C Buttt in this high-profile contract win. Through the utilisation of our systems, Netto will achieve the triple proven benefits of saving money, improve customer service and reduce carbon emissions. These are vital considerations for any modern transport business trying to stay competitive in today's challenging market conditions."

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Notes to editors:

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About Isotrak

Isotrak customers save over £100,000,000 per year by using their mobile assets more efficiently. Isotrak has all of the technical capabilities in house to make mobile assets visible and managers accountable. Isotrak's services are delivered to all customer stakeholders through a standard web browser, backed by a high-availability Service Level Agreement (SLA) based on a proven 'managed service' platform. This currently supports over 20,000 vehicle connections for some of Britain's biggest transport customers – household names such as Asda, Eddie Stobart, Royal Mail, Sainsbury's, Skanska Utilities, Tesco and many more.

For more information, see www.isotrak.com. Corporate enquiries to Craig Sears-Black, telephone +44 (0) 1908 540 777 or email sales@isotrak.com

About C Buttt

C Buttt Ltd is one of the largest privately owned logistics companies in the UK. Operating from 19 locations nationwide, it specialises in full logistics, contract/dedicated transport and distribution and shared user warehousing which is supported by both general haulage and dedicated/contract fleet operations. The C Buttt Ltd logistics network is designed to offer a first class service to its customer base whilst maintaining cost effective, innovative and sustainable solutions. Operating nationally and internationally, C Buttt Ltd supports small business partnerships through to blue-chip manufacturers and retailers. For more information, see www.cbtt.co.uk. Corporate enquiries to +44 (0)1604 594 660