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Bernard Matthews Farms boosts operational efficiency and reduces carbon footprint with Isotrak



UK turkey producer Bernard Matthews Farms has selected Isotrak's Active Transport Management System (ATMS) to monitor and improve the performance of its delivery fleet, in preference to several competing options. Bernard Matthews' decision was based on Isotrak's solid Return on Investment business case (modelled from existing transport operations) plus positive referrals from other Isotrak users.

Bernard Matthews also highly valued the way Isotrak delivers ATMS as a browser-accessible hosted 'managed service', which interprets satellite tracking and vehicle telematics data to

create business efficiency insights. These insights are based on real-time visibility and measurement of whole-fleet (and individual-vehicle) performance that existing Isotrak customers with a combined saving's pot of over £100,000,000 per year.

From farm to fork...

Bernard Matthews operates a complex transport operation linking farms across Norfolk, Suffolk and Lincolnshire. Isotrak has installed GPS/GPRS tracking hardware, plus its optional CANbus engine management interface, in 26 tractor units.

This followed a proof of concept phase involving a sample set of vehicles over a short duration, which demonstrated the long-term savings on offer to the business. Bernard Matthews and Isotrak are working towards an early-August finish for the entire fleet roll-out.

By using ATMS Bernard Matthews will be able to reduce trailer downtime while livestock is rounded up and loaded, and will work to eliminate excessive turnaround times and unauthorised stops of the fleet during customer delivery jobs.

Optimising driving style

As well as using Isotrak's ATMS to improve fleet efficiency, Bernard Matthews is also expecting to achieve significant additional cost savings from the fleet-wide adoption of best-practice driving styles, which will be supported by Isotrak's optional CANbus engine management interface and Driving Style Management module. The Module presents a complete picture of driving styles by monitoring parameters such as throttle opening, brake actuation, use of cruise control and idling time. The data is analysed to provide a simple 'red, amber, green' scorecard to be used in daily driver debriefs. This valuable tool highlights where individuals might benefit from training as well as recognising superior skills where they already exist.

Isotrak's own trials have shown that by adopting best practice fuel saving driving styles in acceleration and braking, optimal use of cruise control and avoiding excessive idling, fuel cost savings of up to 19% can be achieved (see <http://tinyurl.com/a2taun>).

To complete their new way of working facilitated by Isotrak, Bernard Matthews has also specified two-way driver communications, letting fleet managers remain in contact with drivers legally and safely using Isotrak's purpose-designed hands-free solution.



A clear business case

Isotrak writes its business on a clearly defined Return on Investment basis, which is informed by the Transport Efficiency Analysis (TEA), a unique service to prospective customers. Each TEA models current fleet performance by observing performance and driving styles in a representative sample of fleet vehicles. Isotrak's in-house logisticians compare current performance with the improvements that have been observed in other similar fleets, and use this to indicate savings that could be achieved across the whole fleet by improving efficiency and driving styles.

On the basis of its own TEA, Bernard Matthews expects to repeat the experience of other Isotrak customers, who have achieved a swift RoI whilst also enjoying the benefits of improved customer service and reduced carbon emissions – the automatic additional benefits of improving transport efficiency.

George Youngs, Head of Logistics at Bernard Matthews Farms, comments: "It's vital for the health of our business to maintain an efficient transport fleet. A key part of that is reducing our fuel consumption to save money and drive down CO₂ emissions. Isotrak was not the only company we looked at, but definitely the best one -- they really understood our business. And the improvements we've seen already clearly vindicate our choice."

Craig Sears-Black, Sales & Marketing Director of Isotrak, adds: "Isotrak is honoured to be working with Bernard Matthews Farms, such a legendary retail brand. We're delighted to have shown already how they'll secure long-term financial benefits within their fleet."

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Notes to editors:

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➤ **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 Asda, Tesco, Marks & Spencer, Eddie Stobart, Sainsbury's and the Royal Mail.

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 ATMS**

ATMS is a managed, server-based system that offers all haulage operators the chance to improve their transport efficiency, by achieving complete visibility and metrics for all operations from individual vehicles to the fleet as a whole. To provide this, Isotrak draws satellite tracking feeds and vehicle telematics data into its own world-class data centre, where high-end servers perform sophisticated analyses to provide meaningful, insightful displays and reports. These are accessible to all customer stakeholders via a standard web browser and against a high-availability Service Level Agreement. There is no need for Isotrak customers to install and maintain dedicated IT hardware.