

4 June 2009

**Media Contacts: Andrew Vincent** [+44 (0)1869 353800] and **Andy Achimu** [+44 (0) 207 457 2020] at College Hill

### Isotrak's ATMS saves fuel and boosts service for Fresh Direct



Leading fresh produce supplier Fresh Direct is saving money and improving customer service by using Isotrak's Active Transport Management System (ATMS) within its transport fleet operating across the UK. Fresh Direct expects to have saved over £300,000 when ATMS is rolled out across the whole fleet at the end of 2009.

The £300,000 saving will be the direct result of using Isotrak's CANbus engine management interface to monitor and improve driving styles across a wide range of vehicles,

augmenting Fresh Direct's existing internal driver training programme. The expected cost reduction will comfortably exceed the 6% fuel saving initially projected by Isotrak, meaning Fresh Direct has already broken even on its investment in ATMS.

Plus, additional savings of £8,000 have been realised in the last two months alone, due to a mileage reduction of 34,500 miles. This has been achieved by increasing utilisation of vehicles and efficiency of routes run, thanks to the real-time operational visibility provided by Isotrak's vehicle tracking and performance monitoring.

ATMS has also permitted Fresh Direct to adopt a much more proactive approach to customer service, not only by providing accurate updated delivery ETAs based on real-time vehicle location, but also by minimising paperwork and admin for drivers. Isotrak's in-cab data terminal downloads job details from Fresh Direct's Paragon routing software, and allows drivers to easily provide accurate notification of completed drops to monitor turnaround time.

Finally, ATMS's built-in reports facilitate comprehensive debriefs for each driver, which helps transport managers understand and minimise variations from plan, monitor the impact of driving styles on fuel economy, and obtain valuable customer feedback. Thanks to this ATMS is helping Fresh Direct 'work smarter' with their customers, for example in reducing turnaround time by scheduling deliveries at the most convenient period for customers.

Isotrak started working with Fresh Direct during 2008. Isotrak's unique and industry-leading pre-sales service, the Transport Efficiency Analysis (TEA – see page 2 below for more details) was used to identify and establish a clear and objective business case. ATMS has now been rolled out across 50% of the company's fleet, which operates out of six regional hubs in Bicester, Cambridge, Evesham, Manchester, Skelmersdale and Glasgow.

## **In-house training drives forward with CANbus**

A key aspect of achieving fuel savings (and reduced carbon emissions) is ensuring the adoption of best-practice driving styles across the fleet. Fresh Direct already understood this and had already made extraordinary commitments to driver training via Fresh Logic, its own, in-house commercial driver training facility.

Via Fresh Logic, Fresh Direct provides all of its employed drivers with SAFED training to adopt the most fuel-efficient driving styles. Now Isotrak's CANbus functionality has added a valuable new dimension by providing a way for trainees to see immediately how their skills have improved.

Using CANbus, ATMS measures parameters such as throttle opening, brake actuation, use of cruise control and idling time, to generate a simple 'red, amber, green' scorecard that forms an integral part of the daily driver debrief.

Isotrak's own trials have shown that by adopting best practice fuel saving driving styles such as gentle 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>).

For Fresh Direct, the typical improvement after training has been 6 to 9%.

## **Fresh produce for TEA**

The Transport Efficiency Analysis (TEA) is a unique benefit offered by Isotrak. Each TEA models current fleet performance by tracking a representative sample of fleet vehicles and monitoring their driving styles. Based on the data that is measured, Isotrak's in-house logisticians compare current performance with improvements that have been observed in other similar fleets. From this they create an objective business case, by indicating savings that could be achieved across the whole fleet through improved efficiency and driving styles.

For Fresh Direct, Isotrak's TEA encompassed 10% of vehicles operating out of the company's Bicester head-office depot during June and July 2008. These were equipped with Isotrak's telematics hardware, and the company's project team was trained to use ATMS. Isotrak modelled the impact of using ATMS by allowing a week with no intervention from the project team. Once the project team started to use ATMS for fleet visibility and resource management, this demonstrated the positive influence of ATMS on operational performance indicators.

Subsequently the project team decided to purchase ATMS on the basis of potential fuel savings alone. Isotrak's benchmarking analysis indicated an opportunity to improve fuel economy by at least 6%, yielding a per-annum saving of twice the purchase cost. Isotrak estimated conservatively that Fresh Direct would break even on their investment after only eight months of use, and this has now been realised.



## Quotes

Nick Allen, Head of Logistics at Fresh Direct, says: “Having the best possible transport operation is essential to ensure that our business delivers high-quality service in the most cost-effective and environmentally-friendly way. Isotrak’s ATMS has transformed our communications and interactions with customers, while also showing us where and how we can make changes to use less fuel and work more efficiently. We also expect ATMS to become an integral part of our corporate environmental commitments.”

Craig Sears-Black, Sales & Marketing Director for Isotrak, comments: “We’ve been delighted and excited to work with Fresh Direct, whose fresh thinking and abundant enthusiasm are infectious. They intuitively understood how Isotrak could help to improve customer service, reduce carbon emissions and save money, by transforming the efficiency of their transport operation.”

### **Fresh Direct: a significant transport operation**

Fresh Direct ([www.freshdirect.co.uk](http://www.freshdirect.co.uk)) is one of the leading players in the Food Service industry, operating two distinct divisions serving the licensed on-trade and catering businesses nationally. One division delivers bulk fresh produce to Central Distribution operations on a daily basis, the other handles daily multiple drops direct to multi-site customers, independents, retail and on-site catering. Fresh Direct’s business relies on ensuring that all products arrive on time, in full and in pristine condition, to all of these outlets.

Fresh Direct makes 10,000+ deliveries every week. To achieve this, the company has invested in a diverse transport fleet, which ranges from 1.2-tonne vans (undertaking local and ‘rapid response’ deliveries) to 44-tonne articulated tractors and trailers handling trunking. Fresh Direct is a significant transport business in its own right, travelling more than 500,000 kilometres and completing more than 2,550 runs per month. When fully utilised the fleet can move over 500 tonnes of produce every day.

### **Isotrak: helping transport companies manage business change**

Unlike many technology-based companies operating in fleet management, Isotrak has a blue-chip transport industry pedigree, thanks to its origins within the National Freight Corporation (later DHL-Exel). Accordingly, Isotrak’s use of technology is highly tailored to the optimisation and improvement of transport-based businesses.

For these reasons, ATMS is designed to provide the most straightforward and reliable solution for busy transport users. It is delivered as a browser-accessible, hosted ‘managed service’, with 24/7 support and an extremely high service level agreement, thus minimising set-up time and IT overheads.

For the same reasons, Isotrak also prides itself on backing its service offering with high-level consultancy and practical support in every aspect, extending from effective product training to the organisational change management steps required to fully capitalise on an investment in ATMS.

-ends-

## Notes to editors:

For more information, to request photography, or to set up an interview, please contact Andrew Vincent [+44 (0)1869 353800] or Andy Achimu [+44 (0) 207 457 2020] or email: [andrew.vincent@collegehill.com](mailto:andrew.vincent@collegehill.com) or [andy.achimu@collegehill.com](mailto:andy.achimu@collegehill.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 Asda, Tesco, Marks & Spencer, Eddie Stobart, Sainsbury's and the Royal Mail.*

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