



Asda hires Isotrak to move transport efficiency into top gear... and put brakes on carbon emissions

Isotrak, the UK market leader in real-time vehicle tracking and transport management systems, has been selected to supply new generation transport management system for Asda, with the aim of engineering a significant carbon footprint reduction, delivering a major uplift in service quality between Distribution Centres (DCs) and stores, and creating better-structured working conditions with improved safety for all Asda drivers.

By introducing real-time vehicle tracking and other key benefits, Isotrak will enable Asda distribution network to achieve the six goals of its Integrated Transport Optimisation objective:

- **Reducing fuel consumption and carbon footprint**
 - by monitoring vehicle operation via Isotrak's FMS Interface CANbus module, and encouraging more economical driving styles
- **Improving driver communication and safety**
 - through the provision of two-way voice communications, in-cab data terminals to display job manifests and written alerts, and a dashboard panic button to summon immediate help in an emergency
- **Improving the delivery experience for stores**
 - by establishing – and responding to – a clear picture of real-world transport execution, and providing live delivery data to back-of-store colleagues
- **Enabling real-time scheduling**
 - to enable live amendments to the transport plan, in response to unforeseen delays
- **Monitoring chill chain integrity**
 - to assure cold supply chain integrity, enabling transport managers to react instantly if cargo compartment temperatures move outside permitted parameters
- **Eliminating Empty Running**
 - To enhance all aspects of planning and transport management

Powered by ATMS

At the heart of the project is Isotrak's Active Transport Management System, ATMS, a highly configurable, modular system that fuses accurate satellite vehicle tracking with Transport Management

and connection to the vehicle's engine management system. Using ATMS, transport managers can accurately observe, record and model every aspect of their vehicle fleet performance in real time, including precise geographical location, drop-off times and driving characteristics.

ATMS permits separate tracking of tractors and trailers, maintaining capture of important Key Performance Indicators (KPIs) even when contracted 3PL tractors are used.

Isotrak will draw upon its extensive systems integration skills to ensure a tight fit between ATMS's vehicle tracking and telemetry data, and the GTS routing, scheduling and resource-allocation suite from Manhattan Associates. Supplying a rich stream of live operational data from vehicles, warehouses and depots, ATMS will add four crucial new capabilities to GTS:

1. Freeing drivers from the need to log journey details manually
2. Continual updates of schedules for tractors and trailers to maintain transport efficiency as complex plans execute
3. Enable live re-optimisation of driver allocations to second trips
4. Facilitating supportive and instructive driver debriefs based on a full picture of the day's execution

Versatile Intelligent Alerting

A key part of the new installation will be the introduction of Isotrak's innovative Versatile Intelligent Alerting (VIA) system, which uses airline-departure-board style LCD screens, located in goods inbound areas at back-of-store, which show live, continually updated pending delivery times and actual trailer contents. VIA will help Asda back-of-store personnel achieve significant productivity

gains, by providing the information they need to prepare for – and handle much more efficiently – each and every individual delivery turnaround.

Finally, ATMS comes with highly sophisticated management reporting built in, including unified Delivery Time and turnaround statistics, proactively supplied to all key Asda colleagues by email. Its web browser interface means that all managers have secure, intuitive “anytime, anyplace” access to vital data.

Planning is already underway for a two-phase rollout across the fleet, in Q4 2007 and Q1 2008 respectively, preceded by a pilot scheme kicking off during July and August 2007.

“Isotrak won our business by demonstrating an intuitive understanding of our unique requirements, and proving their ability to address all of the peripheral details which make or

break technology integration projects on this scale,” comments Douglas Gurr, Asda’s Strategic Director, who spoke on ‘The Future Green Supply Chain’ at last week’s IGD Sustainable Distribution conference. “Isotrak has a unique and insightful vision of the way intelligent vehicle tracking and telematics data capture can yield win-win-win benefits in terms of carbon footprint reduction, customer service improvements and improved transport efficiency.”

Craig Sears-Black, Isotrak’s Marketing Director, notes: “Asda provides yet another example to reinforce our belief that Britain’s biggest retailers are proactively embracing telematics and tracking solutions to boost transport efficiencies and reduce carbon footprints. The ‘technology enabled supply chain’ in retail is showing the way that other sectors will inevitably follow in due course.”



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.

Truck Photography courtesy of Richard Hemming.



About Asda

Asda was founded in 1965 by a group of farmers from Yorkshire and became part of the Wal-Mart family in 1999. It offers Britain’s best value weekly shop with prices on average 10% lower than main competitors. There are more than 330 stores situated throughout England, Scotland, Wales & Northern Ireland, employing 150,000 colleagues and working with over 2,800 suppliers.

The Distribution network consists of 24 depots across the UK

For more information, go to www.asda.co.uk.

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