



## Isotrak delivers new fleet efficiencies for Asda Home Shopping

Asda Home Shopping has specified a highly sophisticated deployment of Isotrak's Active Transport Management System (ATMS), to transform the performance of its 800-strong home delivery vehicle fleet. Rollout begins in June 2008 and is due to complete in August 2008.

This will be the first tracking and telematics system used by Asda Home Shopping, and one of the first deployments of Isotrak's ATMS in a Light Commercial Van fleet.

### Isotrak's Why did Asda choose ATMS?

Isotrak's ATMS is a highly configurable, modular system that fuses accurate satellite tracking and multifaceted telematics data capture, with a sophisticated transport management system embodying Isotrak's 12 years of deep-seated transport expertise.

ATMS will generate huge boosts in efficiency and customer service for Asda, while also reducing carbon emissions. For the first time, Asda will gain a 'live' helicopter view of service performance, both in terms of individual vehicles and the fleet as a whole. This will enable managers to swiftly pinpoint where transport execution is deviating from the plan, and take remedial action.

Isotrak had already established a strong track record with Asda, following the installation of ATMS across the retailer's grocery delivery fleet during 2007(1).

### What are the benefits for Asda?

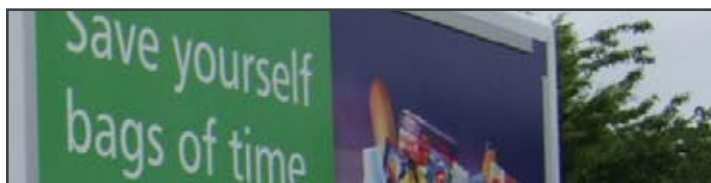
The most immediate benefit will be reduced fuel consumption due to reduced deviation from plan. In fact, given its current actual vs. plan deviation levels, Asda believes potential fuel savings across the whole Home Shopping fleet alone make a sufficient business case for adopting ATMS (based on the typical savings enjoyed by Isotrak's existing customers).

However, by pinpointing and remedying areas where execution deviates from plan, Asda is also expecting to see its Home Shopping fleet working much more efficiently, providing the capability to undertake more drops per shift, and improving the doorstep experience by delivering within more tightly defined timeframes.

[http://www.isotrak.com/news/articles/downloads/asda\\_pr\\_110707.pdf](http://www.isotrak.com/news/articles/downloads/asda_pr_110707.pdf)

### Controlled performance

As well as providing enhanced visibility of execution, ATMS also provides enhanced control, by permitting transport managers to see not only where the vehicle is, but also whether it is being operated in accordance with established protocols.



There is huge scope to achieve further fuel savings by eliminating undesirable driving styles such as harsh acceleration or braking, over-revving and excessive idling. This will be enabled by Isotrak's ATMS CANbus interface, which transmits live performance data from the vehicle's engine management system, in turn feeding detailed driver debriefs that can help to promote best practice across the fleet and help identify additional driver training needs.

Asda's system spec also includes no less than two temperature sensors, providing independent monitoring of chilled and frozen food compartments. In age of heightened food safety awareness, this is a crucial customer benefit, since ATMS can instantly alert Home Shopping transport managers if compartment temperatures start to move out of legally allowed ranges. This makes it possible to anticipate chiller failure and take remedial action, rather than discard chilled goods that have become too warm. Plus, it will help to reduce the excessive fuel use incurred by refrigerators working overtime when chilled compartment doors are left open too long.



## Security first

Isotrak is fitting sensors for rear and passenger door sensors (to enhance security and prevent unauthorised access) as well as the bonnet (to help ensure drivers complete compulsory safety and maintenance checks before departure).

To help improve driver safety, Isotrak is installing its dashboard-mounted panic alarm button, which enables vehicle operators to summon help swiftly in an emergency – very important for a home delivery operation with solitary operators making frequent stops in a wide variety of residential locations. Additionally, two-way hands-free voice communications provide a safe and legal way for driver and controller to stay in touch.

Finally, Isotrak adds value to all of these remote monitoring and communication services with its Intelligent Alerting option, which enables ATMS to automatically invoke predefined escalation procedures – e.g. from a pop-up screen alert to emails and SMS text messages. This covers all aspects of telemetry data received from the vehicle, and can help to guard against unexpected or unauthorised events such as vehicle movement or doors opening outside hours.

## Looking to the future

While the initial rollout of ATMS is underway, Asda is already working with Isotrak on a second phase of development to

achieve tighter integration between ATMS and Asda's planning system. This could provide instant notification when a vehicle deviates from plan, thereby permitting prompt delivery updates for customers, with consequent enhancement of the vital 'door-step experience'.

Craig Sears-Black, Sales & Marketing Director of Isotrak, said: "Asda has wholeheartedly embraced Isotrak's ATMS as the ideal means to boost the performance of its business, first in retail distribution and now in Home Shopping. We have relished executing our brief to equip them with the best tools possible for reducing cost and improving customer service.."

Chris Hall, Network Operations Manager of Asda Wal-Mart, comments: "After the success we've already enjoyed with Isotrak over the past year in our retail delivery fleets, we're looking forward to a similar outcome in our Home Shopping operation. I'm confident that we will see a whole series of wins – increased efficiency, improved customer doorstep experience, reduced fuel costs and lower carbon emissions – that will make a valuable contribution to Asda's business objectives."



## 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](http://www.isotrak.com) or call 01908 540 777.*



## 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](http://www.asda.co.uk).*

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