

## A THRIFTY SOLUTION FOR VEHICLE SCHEDULING AT GEROLSTEINER



“It hisses, tingles - and runs smoothly. We were looking for a solution that could provide us with the actual costs during scheduling and dispatch. With PTV Smartour we not only found the right tool, PTV Group is also the perfect solution partner. Mission accomplished.”

Carsten Schönborn, Head of Shipping, Gerolsteiner Brunnen GmbH & Co. KG



### WANTED: JACK OF ALL TRADES

In 1970 the German consumption of “groundwater with special properties” was estimated at 12.5 litres per capita. In 2000 this had reached an average of 100.3 litres and the trend is still increasing. In 2014 the per capita consumption of mineral water in Germany was 143.5 litres. Few realise and understand the scale of the logistics challenges required in order to deliver that quantity of mineral water

to the end customers. As best-selling bottled water brand on the German market and the largest exporter, Gerolsteiner Brunnen GmbH & Co. masters this task on a daily basis. Carsten Schönborn, Head of Shipping Gerolsteiner, knows his business. “There are multiple configurations; we have two route types, consolidation of up to four customers per truck and an assortment of four possible types of vehicles. Several factors are im-

portant for our planning process. For one a speedy process of scheduling the routes, so the route information can be provided to our carrier in a timely matter. Then obviously the optimised combination of the delivery orders into routes. At this stage we look at the customer requirements as well as the economic viability of the combination of orders.”



Since 1888 Gerolsteiner Brunnen has been setting themselves a big task: provide its customers with the best tasting and highest quality mineral water products. Therefore innovation has always been a high strategic priority - whether it be with regard to products, packaging, or business processes. Today, Gerolsteiner Brunnen GmbH & Co. KG is the best-selling bottled water brand in the German market as well as the largest exporter of mineral water, with main markets in Japan and the USA.

There are some industry specific customer requirements such as compliance with customer opening times and agreed delivery time windows. Accessibility of sites can be limited to specific vehicle types.

Schönborn highlights that choosing the right equipment is extremely important, taking into account different freight tariffs which apply per carrier, depending on route type and vehicle type. These factors need to be reviewed in light of the actual costs of executing a run on their own fleet. "Before the use of PTV Smartour, it would simply take too much time to take all this into account, there was no pre-calculation of costs. Now we make the best match between each run and the equipment used; carrier or own fleet", Schönborn explains.

#### SMOOTH INTERFACE TO SOLUTION

An extensive search was conducted before Schönborn decided to select PTV Smartour as their new vehicle scheduling and route optimisation solution. "Time and again search results and recommendations led us to PTV Group". After a meeting with a partner and visiting a PTV Group presentation at a freight exhibition, we were convinced and organised a planning workshop. We were impressed with the look

and feel of PTV Smartour as well as with the smooth interface with SAP.

The implementation was completed in record time, from introduction in August 2014 to go-live in the middle of December of the same year, including 5 days of training.

"Projects like this often run very differently, but we just had the right chemistry, it was fun", Schönborn is enthusiastic. "The project just ran smoothly. The team, a group of ICT savvy schedulers, were involved from the start and found the user interface and functionality easy to use. They were glad they could replace the existing outdated solution, which showed great acceptance of the new solution. The training was well organised with the right content, we could almost immediately use it in the daily operation. Order data was automatically transferred from our SAP system to Smartour and the planning results back to SAP. In real time we could calculate the actual freight costs of all our runs."

#### MISSION ACCOMPLISHED

For Schönborn, the goal has been achieved and new targets have been set: "Together with PTV we have achieved a major milestone; daily scheduling has been reduced by two hours and the utilisation of our own fleet

has significantly improved." The advanced solution leaves you wanting for more: "We now have the perfect tool for our scheduling", explains Schönborn. "The next question on our mind is; when do the deliveries actually arrive? How do you translate strategic planning data into real-time information?" At the launch presentation of the cloud-based service PTV Drive&Arrive, the Head of Shipping found his answer. The solution proactively informs you in real-time about the estimated time of arrival (ETA) of the shipments. It makes it easy to share this information with those involved in the transport chain, even across heterogeneous systems. Schönborn says: "No matter what projects we'll be working on together in the future, we can definitely recommend PTV!"

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