

Directions

From The Leaders in Vehicle Routing and Scheduling Technology

Paragon fulfils home delivery promises

The growth of home delivery operations, linked to internet-based services as well as in-store and mail order shopping, is putting companies under enormous pressure to meet unprecedented customer service expectations and time window demands. For many, this brave new world demands a leap into the unknown, but a growing number of companies are finding that they can rely on Paragon to provide the effective home delivery transport planning required to underpin effective operation in this demanding distribution environment.

Whether you think the dot.com revolution is a bubble waiting to burst or a means of dramatically improving how we lead our lives, the expectations already established for home delivery operations of all kinds are here to stay. And with them come success factors focused on fulfilment.

With over 10 years' experience of home delivery operations, working closely with industry leaders such as Tesco.com, Dixons, Asda@Home, Scottish Power, Iceland Appliances, Northern Electric, Allders and Silentnight Beds, Paragon is well-placed to support companies with their e-fulfilment strategies. Paragon's wide use by its clients in this field illustrates how a system tuned to the particular demands of home delivery can not only minimise administration and distribution costs but also meet exceptional customer service objectives.



By producing plans which are consistent and accurate, and interfacing with order processing, warehouse management, supply chain management, ERP and e-commerce systems, Paragon is helping clients create and swiftly implement sophisticated fulfilment solutions which overcome the risks inherent in extending brand image further than the shop door and making individual delivery time promises. With its ability to pinpoint delivery locations, plan the minimum number of vehicles/drivers to meet time windows, handle multiple vehicle shifts for day and evening deliveries and cope with multiple driver skill levels where installation is part of the service, Paragon is providing the solid base on which home delivery enterprises can build and thrive.

NEWS Briefs

RYDER OPENS UP FOR PREMDOR

When logistics contractor Ryder was tasked with managing the nationwide, multi-depot distribution operation of joinery manufacturer Premdor, it put Paragon in the driving seat. In an operation that has become a model of transport asset and system optimisation, Paragon is used operationally for the live scheduling of 25 vehicle loads a day from Premdor's Barnsley warehouse, involving vehicles delivering from seven outbases, to builders merchants and retail customers nationwide. To further streamline supply chain management, Paragon is integrated with Premdor's computer system, automatically transmitting load data to underpin manufacturing schedules.

SECURICOR BANKS ON BENEFITS

With 25,000 deliveries being made to over 10,000 urban locations each day, Securicor Omega Express needed a transport planning system with significant capacity and pinpoint accuracy. When Paragon proved it was more than up to the challenge, Securicor bought three copies of the system for rationalising delivery routes on behalf of its specialised parcels operations serving banks and building societies. The benefits of Paragon's Multi Depot and Integrated Fleets options, including postcode location and multi-shift capabilities, is being used to plan deliveries by 6,500 vehicles each making up to 30 drops a day from over 95 depots.

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Serving up savings for Cearn's & Brown



Following a review of its 200-vehicle operation distributing catering supplies and consumables to up to 2000 restaurants, pubs, clubs and hotels a day, Cearn's & Brown sought the help of Paragon to support the rationalisation of its regional resources and secure significant savings through superior routing.



Initially used strategically to identify the most efficient planning structure for Cearn's & Brown's 11 depots, which resulted in the introduction of Paragon at four regional warehouses, Paragon was then put to the test of improving the operation's fixed

routes, before moving to live daily scheduling. Very quickly it demonstrated that it could plan these effectively while also feeding in the high proportion of additional deliveries from new customers into existing routes without breaking constraints. For a few months following implementation, volume fluctuation again put Paragon to the test. According to Transport Controller Scott McSeveney, "it proved itself invaluable, allowing us to manage the operation effectively through a difficult period. I had used Paragon before, and knew that the whole package of system and support was second to none. And it's proved to be the correct decision because we've seen real savings and positive feedback at every site."

At Bristol and the flagship London regional depot the system has already achieved reductions in fleet size ranging from 10 to 15%, as well as cutting planning time from over 30 hours per region to just two. Its imminent roll-out to the remaining regional depots at Runcorn and Leeds is testament to the speed and size of the cost savings already realised, but customer service is also a key consideration in its swift adoption nationwide.

"Paragon has enabled us to effectively remodel our delivery offering to become a full broadband service encompassing our new state-of-the-art 'Flexicold' delivery containers and pallets," says Scott McSeveney.



Paragon has already achieved reductions in fleet size ranging from 10 to 15%.

Scott McSeveney
Transport Controller

Isotrak and Paragon to integrate Real-Time Fleet Management and Scheduling

Isotrak, developer of one of Europe's leading fleet management systems, and Paragon have announced a partnership designed to offer common customers a comprehensive real-time fleet management and scheduling solution.

This integration of real-time fleet management with vehicle routing and scheduling will provide customers with highly accurate route planning and the ability to identify, react to and fix potential problems immediately. Paragon and Isotrak view the partnership as the next significant step in transport resource management.

Craig Sears-Black, Commercial Director at Isotrak commented: "Both Paragon and Isotrak are committed to delivering the maximum value to customers. By enabling our two solutions to work closely together, we will not only meet current customers' requests for a total solution, but will also forge ahead in the race to fully integrate the supply chain."

David Holmes, Managing Director of Paragon Software Systems added: "We are very pleased to be working with Isotrak to increase the benefits that clients can derive from our two systems. Many of our joint clients have expressed interest in the integration of our systems, particularly those with complex multi-site distribution operations".

Paragon Software Systems provides proven vehicle routing and scheduling technology, enabling companies to automatically calculate efficient transport plans for their delivery fleets. Isotrak provides a comprehensive Fleet Management and Control system, giving real time fleet visibility and automatically collecting data on fleet performance, engine management, service levels, and a variety of other metrics.

Used in conjunction with Paragon, Isotrak monitors the fleet's progress against the Paragon schedule. Isotrak will also feed live data back to Paragon to



generate alerts on expected late arrivals, enabling route sequences and schedules to be modified accordingly. As well as enabling the transport manager to pre-empt service problems as the day continues, the combined systems provide for numerous end of day reports comparing planned performance with actuals and highlighting problem areas on an exception basis, to facilitate continuous performance improvement. Real-time reporting provides the customer with better and earlier information for more effective management and control of distribution activity.

OPEN ALL HOURS

Paragon now offers Hotline support at any hour of the day, any day of the year.

The Paragon system has proven so reliable in practice that even though there are over 500 systems in regular use no client has ever needed hotline support 24 hours/day, 7 days/week. At present just a couple of clients are making use of support service outside the normal 0800 to 1900 window. Nevertheless Paragon has decided that even though extended cover may rarely be needed some clients might welcome the reassurance of its availability.

If you are interested in making use of this extended service, please speak to your usual Paragon contact.

AN EXTRA HAND WHEN NEEDED

The strength of the Paragon support team has been expanded recently with the recruitment of top logistics graduates from University, logistics professionals from both the 3PL and own account sectors and French & Spanish nationals.

The team is used to playing a major part in getting systems successfully implemented and is equally keen to help clients at other times when useful. With a wealth of experience and skills, the support team is on hand to help at any time should clients require advice or extra help when reviewing strategy, changing operational objectives or in their day to day use of the system.

Paragon's support team is there to help you - if they can be of assistance, please call your usual contact.

PARAGON UNVEILS THIN CLIENT

In response to specific requests from two clients, and as part of its policy of ensuring that Paragon is easy to use whatever clients' IT configurations, Paragon has increased the system's flexibility so that it can now run in a 'thin client' environment, to add to its existing PC-based applications.

As companies continue to strive for the most effective IT configurations, those for whom it is suitable are moving to thin client systems, where a main server is connected to dumb terminals. As well as the PC cost savings of this configuration, it also has the advantages of central administrative control and easy software installation and updating, albeit at the cost of a high degree of dependence upon the central server.

With the development of its 'intelligent dongle' for these systems, which allows a specified number of users, Paragon only has to be installed once.

● US-owned **PENSKE** has selected Paragon to help realise the benefits of central scheduling at its 75-vehicle Benelux-based operation as part of its sustainable growth objectives in Europe. Paragon is being used to plan the collection and delivery of modular office units between installation and storage sites.

● **DIVERSEYLEVER** will use Paragon initially to model the 80-vehicle operation to achieve fleet optimisation, better fixed routes and cost-of-service analysis. In the pipeline are plans for the live daily scheduling of cleaning and hygiene product deliveries from its new South Normanton warehouse and network of outbases.

● **OS**, the 167-store clothing chain, will use Paragon initially for fixed route planning. In the future it will move towards live daily scheduling to secure greater cost savings.

● **TESCO.COM** has recently bought another 75 copies of Paragon as it continues to roll out its internet-based shopping service to over 240 stores. Paragon's role at the heart of this hugely successful operation was explained to an international audience at the recent Softworld Supply Chain exhibition by Tesco, who told how the system has been instrumental in Tesco Direct's achievement of minimum-cost and precisely-timed home deliveries.

● Paragon has just returned from Semaine Internationale du Transport et de la Logistique (SITL) in Paris, where an official announcement was made of its partnership with leading French warehouse management system supplier Datatronic, long-standing French clients were welcomed by Paragon's French-speaking sales, support and technical team and many new faces were introduced to the system's second generation Windows release.

● Following detailed competitive studies against major local competitors, one of America's largest logistics providers, **RYDER SYSTEM, INC.**, is using Paragon to design transport solutions in the US and Canada. Already in use by Ryder in Europe, trials convinced logistics engineers that Paragon's powerful transport planning capabilities, underpinned by effective mapping and geocoding facilities, give it a global edge making it as suited to use in Baltimore as Berlin and Birmingham.

Technical Update

● Paragon's new **OSCAR TrafficManager** maps from the Ordnance Survey offer users street level detail. The new maps are particularly appropriate to home delivery and real-time vehicle tracking.

● Paragon's **Fleet Controller** and **RAM Mobile Data** real-time transport management package has been extended to operate with the user-friendly **Palm Pilot** mobile terminal to provide GPS tracking, activity reporting and messaging, enabling plan modification, pro-active customer service and consistent performance.



powerful user-definable macros and filters, global edit facilities, and exact postcode matching as standard, together with innovations intended to bring even greater accuracy to home delivery operations such as integrated address matching and street-level mapping.



● Thanks to Paragon, **Whirlpool Saint Quentin Fallavier** has improved its customer service levels and the utilisation of its dedicated fleet of 30 vehicles. As part of Whirlpool's continued commitment to making the most of the Paragon system, the latest version has just gone live in Lyon with a **SAP R/3** interface for the planning of domestic appliance deliveries.

● Paragon's new second generation **Windows** system, developed in direct response to client feedback and evolving market needs, features user preferences,

Whirlpool makes deliveries from its Lyon site to customers throughout southern France, including **Alsace** **Lorraine**.

DRIVING UP PERFORMANCE AT TENNECO

Exel's upgrade of Tenneco Automotive's nationwide distribution operation links SAP R/3 and Paragon in a configuration that has, according to Business Manager Adam Eden, "Made the operation more efficient and resulted in improvements in distribution efficiency." Planned centrally in Birmingham, the next-day operation involves 46 vehicles at 11 outbases making deliveries of exhaust pipes and shock absorbers to 3000 locations with a wide range of time window constraints. Orders are processed in SAP R/3 and downloaded daily at 1745 hrs to Paragon. Routes are then produced with details passed to the warehouse for picking and trunking prior to delivery from 0600 hrs the following morning.

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