



HoVIS, Delivering on Time Thanks to Microlise.

Delivering very high volumes of bakery products, on a daily basis, to multiple retailers throughout the UK poses significant and unique logistics problems. In 2007 HoVIS implemented the Microlise Transport Management Solution to track vehicles, using GPS Satellite technology, against planned schedules across their store delivery operation.

This was in order to provide both real-time visibility, so as to better manage issues or potential issues as they arose, as well as to more readily understand their service level agreement (SLA) performance with their customers and also how they might organize their operations and schedules to better meet requirements and be more efficient at the same time.



Microlise's Tracking units provide HoVIS Transport staff with real-time visibility and KPI reporting of vehicle position data and delivery schedule adherence using the Microlise Transport Management Centre, Map Client & Reports. The system also included the installation of hands free voice kit in the cab which is connected to the Microlise Tracking unit, thereby allowing drivers to

communicate to transport offices at a lower cost by sharing the same mobile phone connection over which the tracking data is sent.

So how has the Microlise system helped HoVIS improve its distribution operation?



HoVIS are now enjoying a reduction in fuel usage and miles driven, they have also improved their driver security gained from real-time visibility of the fleet and as Tony Howdin of British Bakeries commented **"By improving our visibility of the deliveries in the transit stage we have improved the service we can give our customers while at the same time we have made our whole operation more efficient."**

As part of improving their customer service HoVIS are now making more on time deliveries than ever before. Tactically, HoVIS now have the ability, via improved visibility, to deal with issues that arise much more quickly and with less management effort, allowing them to react to issues and deal with customer service issues proactively.

Strategically, this extra control is allowing routes to be reviewed and re-planned periodically to ensure customer's delivery expectations are met, whilst also ensuring the fleet is used in as productive manner as possible and ultimately enabling HoVIS to have a competitive edge in a demanding industry.