

**Company info**

- Sector:  
Retail Distribution
- Location:  
UK
- Implementation date:  
2011
- Microlise Modules:
- Map client
  - Transport Management Centre
  - Arrival & Departure boards
  - Safe and Economical Driving reports

**Carlsberg UK & Microlise sign a deal to implement the most complete supply chain management system in the world .....“Probably”!**



Microlise is delighted to announce that Carlsberg UK (CUK) are set to roll out the Microlise Fleet & Distribution Transport Management Systems to their 300+ vehicle fleet to provide end to end visibility of their operations.

Over ten years ago, CUK implemented Microlise’s Opus Warehouse Management System across their sites, to provide full tracking and traceability of stock throughout their warehouse operation.

Now, looking to further reduce the environmental impact of their business and provide enhanced service offerings to their customers, CUK are implementing this project to reduce fuel consumption and CO2 emissions, increase efficiency and utilisation of their transport whilst improving safety, and reducing their overall operating costs

*“Our product portfolio has grown and developed since Carlsberg UK first became a WMS customer. It is testament to our partnership with CUK, their commitment to innovation and the effectiveness of our systems, that they will now be using our products; not just in the warehouse, but right through to the end delivery,” stated Chris Wallace, Microlise’s Sales Director.*



# Case Study

The new systems implemented consist of vehicle tracking and telematics using the Microlise's 3rd generation Tracking Unit to provide real-time fleet visibility and Vehicle & Driver performance information; The Microlise Transport Management Centre, to allow the management and monitoring of Plans, Journeys and routes; The Microlise Safe & Economical Driving reports, an innovation in improving the performance of driving style, and additional modules such as the arrivals & departures boards which provide visibility of vehicle arrival and departure times to sites, depots & customers.

**Mark Groves, National Distribution Director at Carlsberg UK, said:** "It is very important that we continue to innovate and improve our distribution network, especially as Carlsberg UK are the only national brewer that still delivers direct to customers.

*"So we are delighted to introduce the Microlise Fleet & Transport Distribution Management Systems to our fleet. We have a very close relationship with Microlise and we are always impressed with the innovations they bring to the industry. The new telematics system will drive efficiencies and improve our offer to customers," he added.*

