

# TRIP PLANNING IN URBAN AND RURAL AREAS

## DENNER AG USES PTV SMARTOUR



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Einer für alle **DENNER**

Christian Schmid, Deputy Manager of Logistics at Denner AG

### THE CHALLENGE OF PERISHABLE GOODS LOGISTICS

130 trucks per day, 800 stores and new fresh goods guaranteed daily: that is the challenge for Switzerland's leading discount food store. Denner AG runs the second-largest branch network in Switzerland, both in rural locations and in towns and cities. "We are steadily expanding our branch network," says Christian Schmid, Deputy Manager of Logistics at Denner AG. "For the trip planning of our fresh goods, we are faced with the challenge of dealing with a number of restrictions, especially in urban areas," he adds. Around 50 percent of Denner branches

are in towns and cities. These have their own specific rules: structural peculiarities, restricted storage capacities, access restrictions, low-emission zones, overstretched infrastructure. This has led to skyrocketing transport costs for Denner AG: The existing system could not support the continuous growth of the branch network. When looking for suitable trip planning software, it was clear for Schmid that he had to reconcile these numerous contributory factors. It was important at the same time always to keep an eye on the issue of sustainability.

### GETTING TO GRIPS WITH DYNAMIC PROCESSES

"We needed a software solution that supports us holistically in strategic planning," Schmid says. "The emphasis was on cutting costs, reducing the number of trips and curbing CO<sub>2</sub> emissions." Denner AG has therefore decided on the PTV Group's trip optimisation software.

The company went about introducing PTV Smartour in four steps. "It was crucial for us to get all relevant stakeholders involved in the roll-out," Schmid explains. "Our distribution centres, sales departments and



With some 800 branches, Denner AG is Switzerland's leading discount store. As a local supplier with an extensive branch network, the company offers a wide range of daily necessities, both in rural and urban areas close to its customers. Denner has over 4,350 employees and around 90 trainees.

each individual branch were affected by the organisational consequences of the roll-out." Initially, therefore, the complete trip plan was optimised in coordination with the distribution centres, all restrictions were anchored within the system and the proposed improvements to the system were balanced against feasibility. In the second phase, sales departments had the task of checking the new trip plan and introducing further produced solutions. Following this, the delivery and trip plans were implemented. "After the roll-out, it became clear that we needed to take things a step further: this was the fine-tuning phase, e.g. for time-related adjustments for different parameters," Schmid says.

#### **FLEXIBLE, AUTONOMOUS, URBAN**

"Using PTV Smartour allows us to have a flexible and, above all, achievable delivery plan for our fresh products, taking into account all restrictions with regard to store delivery," says Schmid confidently. A crucial step towards optimised trip planning occurred when Denner AG concentrated the previously decentralised processes into a central control room organised as project work. "With the help of PTV Smartour, we managed to bundle trip planning in our competence centre. That has resulted in shorter communication pathways and therefore faster decisions." The Logistics Manager sees a further advantage in the use of the road editor, an additional component which enables the PTV Smartour user to

place individual road blocks on the map and therefore to open or close specific roads.

"Whether dealing with blocked mountain passes or access restrictions in urban areas, the Road Editor is a real asset for our diverse areas of application," Schmid claims.

All in all, Christian Schmid views the introduction of PTV Smartour as fully meeting his strategic goals: savings in terms of transport costs, the number of trips, CO<sub>2</sub> emissions and breaks in delivery on account of opening hours. "We also see PTV Smartour as a reliable tool for seamlessly meeting current and future challenges in urban areas," Schmid concludes, adding: "The PTV Group experts have given us top-rate assistance and we can work completely independently with the system."