



Improve Food & Beverage Operations

Leveraging Real-Time Data and Business Analytics

Serving demanding customers with time-sensitive needs is not a new business trend for food and beverage distributors. It's a daily reality. If distributors don't get the right product to customers at the right time, in the requested location and good condition, their bottom line will suffer.

To be successful in this highly competitive market, organizations are embracing next-generation logistics technology to lower operating costs, increase productivity, and meet higher customer expectations, while ensuring product integrity and security.



Technology: Changing the Competitive Landscape

Robust routing, mobile, telematics and transportation management solutions that provide real-time visibility and information are helping food and beverage companies be more flexible, more responsive and more profitable.

To stay competitive, the industry's top-performers are adopting:



Dynamic Route Optimization

Addressing real-world, on-road circumstances

Managing product shelf life, covering last-minute orders and reacting to food safety concerns can disrupt the best laid plans in food & beverage distribution. Operations are moving to continuous optimization to respond quicker and more efficiently to unexpected situations such as tighter customer windows, emergency orders, and changes in order volume.

Industry leaders are working with Descartes to gain a competitive edge by taking continuous optimization to the next level. Driven by artificial intelligence, our advanced dynamic solution:

- Begins routing immediately after an order is placed and continues until delivery
- Considers a wide range of variables to automatically model real operations
- Evaluates all possible combinations to select the best service day, time, delivery frequency, depot, equipment type, etc.
- Aligns priorities with your business goals
- Helps ensure compliance, i.e. regulatory, service level agreements
- Has longer to produce the BEST possible answer with the least miles and driver time
- Can route ad-hoc orders immediately

Advanced Mobile Capabilities

Configuring workflows by resource type and skill sets

Descartes provides a best-in-class mobile solution specifically for foodservice distributors that gathers, analyzes and interprets large amounts of data to help remove millions of dollars in operational expenditures annually.

Our mobile application lets you customize workflows unique to your company to simplify processes, reduce errors and increase efficiency. It can be configured for different resources (carrier, delivery driver, cross dock labor, etc.) and for a variety of skills such as checklists, exception capture, barcode scanning, item-level detail, and invoicing.

By automating operational workflows with our mobile proof of delivery (POD) solution, customers have reduced:

- Customer credits
- Re-deliveries, inventory shrinkage and misdeliveries
- The order to cash cycle
- POD paper and paper processing expenses
- Manual data entry from their billing-invoicing (ERP) system

A global producer and distributor of vegetable oil products using Descartes' dynamic route optimization solution achieved:

8%
Reduction in routes

10%
Increase in deliveries per route

7%
Decrease in distance traveled

11%
Decrease in operating expenses



Real-time Supply Chain Visibility

Improving overall service performance

With supply chain visibility from Descartes MacroPoint, your team can view, analyze, predict and communicate the status of any shipment in real time. Knowing in advance which shipments may be at risk for late delivery significantly improves your ability to manage disruptions, increase on-time performance and minimize detention fees.

Real-time visibility is essential for food service companies distributing perishable and temperature-sensitive products. Descartes MacroPoint offers several features that address their specialized needs, including:

- Automated location tracking
- Refrigerated trailer temperature monitoring
- Electronic status alerts
- Predictive analytics

Telematics

Building business intelligence

Telematics solutions continuously monitor vehicle and driver performance, helping food distributors comply with regulations such as the mandatory use of Electronic Logging Devices to record Hours of Service (HOS).

They also provide more comprehensive, up-to-date business intelligence used for identifying areas requiring improvement, predictive maintenance and long-term strategic decision making. Here are some examples of how our telematics solutions benefit food and beverage distributors.

Ensuring Product Safety and Security

- Automatically record trailer movements, inspections and security seal changes
- Immediately detect temperature variations or door-opening events
- Quickly identify trailer contents to ensure product integrity

Managing Performance and Compliance

- Identify critical cold chain and traceability data points for chain of custody
- Automate Individual Vehicle Mileage Reports (IVMRs) and fuel purchases for accurate reporting
- Improve driver behavior and retention with performance management programs

Reducing Costs

- Fuel
- Vehicle maintenance
- Potential fines
- Insurance



The Descartes Difference: A seamless solution

Food and beverage companies can deliver measurable benefits to the bottom line and improve customer satisfaction by completely integrating routing, telematics and TM capabilities with mobile technologies that provide real-time data to empower business analytics.

Descartes' holistic approach helps deliver a true command of operations. Our single-integrated platform unites:

- **The most comprehensive fleet management software** solutions for optimized route planning and execution
- **Integrated mobility** for dynamic planning, dispatch and delivery
- **Real-time supply chain visibility** providing shipment location, predictive analytics and automated exception notifications
- **Advanced telematics** to monitor performance, manage compliance and capture business intelligence
- **Comprehensive transportation management solutions** with advanced, multimodal capabilities

As a global leader in logistics technology, Descartes has the flexibility and industry expertise to support the unique needs of food distributors. Our customers include leading food and beverage distributors, ranging from small, regional operators to global brands with large private fleets.

To learn more about our fully-integrated routing, mobile, telematics and transportation management solutions designed specifically for the food and beverage industry, visit the [Descartes Food & Beverage Resource Center](#).

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