

Customer Success Story

AMP

Uses Descartes' Route Planning Solution to Support Strategic Decisions

AMP Strengthens its Competitive Position Thanks to Descartes

Due to increasing competition, AMP wanted to maximize service quality and optimize distribution costs. The company chose Descartes' route planning solution to support its strategic decisions and realize realistic simulations of their transport planning.

AMP distributes not only national, but international press titles. This distribution includes more than 300 newspaper and 5,000 magazine titles. AMP is the largest press distributor in Belgium. With about 350 vehicles, the company delivers 6 days a week to almost 6,000 points of sale including; independent agents, kiosks, press shops, superstores, and gas stations.

The choice of AMP to work with Descartes was based on the potential to configure their route planning solution to address the delivery challenges including: high volumes, specific delivery hours and dispersed depot locations. This, in combination with the solution's ability to simulate cost savings and effectively optimize routes, led the organization to select Descartes.

“ Thanks to the optimization of Descartes' solution, AMP was able to reduce its distribution costs by approximately 5%. This is higher than expected, considering the narrow delivery time windows. ”

Steven Roels,
Consultant at AMP

Descartes Models the Complex Business Constraints and Processes of AMP

Time is the most constraining factor within the press world. Publishers want to print as late as possible in order to include the latest news (e.g. football results). Most of the newspapers and magazines are off the press between midnight and 3:00 a.m. and very often have to be available at point-of-sale locations as early as 4:00 a.m. The time window for AMP to distribute to their 6,000 distribution points is very narrow.

Descartes' solution leverages advanced planning and optimization technologies and was designed to be an interactive tool for route planners. The routing solution can calculate your daily planning, improve service delivery as well as examine the cost-effectiveness of your transportation strategy, helping to understand and control company transportation costs.

Descartes' Solution Contributes to AMP's Ecological Protection Strategy

Part of AMP's mandate is to contribute to the protection of our environment. Descartes' route planning solution supports this effort by grouping deliveries, limiting the number of vehicles and number of kilometers on the road.

In addition, within the distribution sector, volume and weight are crucial. The routing solutions ensures that the legal transportation standards and maximum cargo capacity are always met.

"Descartes' route planning solution optimizes deliveries (by respecting hours), while adhering to legal constraints (by respecting weight). Thanks to Descartes, we are able to group orders, limit the driving distance and contribute to the ecological protection strategy of AMP." says Herman Dekkers, Distribution Director at AMP.

AMP Distribution changes = Full-Time Cost Simulation

Changes in depot locations have had a huge impact on time windows and distribution costs. AMP's distribution plan goes through many changes, as a result of publishers centralizing to larger locations. Thanks to the predictability of the routing solution, AMP is able to measure the costs of these movements before they are put into action. Descartes solution can also measure the cost to integrate a new client or additional delivery locations.

In addition weight and volume can fluctuate suddenly due to a promotional article or free gadget within a magazine. These kinds of promotions make it necessary to simulate and foresee extra volumes and resulting distribution requirements.