

Customer Success Story

Magnus Fine Wines

Improves Daily Route Planning Processes Thanks to Descartes

Daily Planning Improves with Descartes' Route Planning Solution

Magnus Fine Wines (Magnus) is a Belgian company that imports, distributes and delivers wine. Magnus has been in operation since 1984. Their product line consists of approximately 300 wines from France, Spain, Italy, South Africa, Chili, Argentina and Australia. Magnus has distinguished itself from its competitors thanks to its home/business delivery service. Magnus orders are mostly taken by phone, e-mail or internet. Magnus delivers mainly to private individuals and companies. Deliveries are organized by region and clients can select between day and evening delivery.

Before choosing Descartes, Magnus organized its distribution tours manually. With about 250 deliveries to plan every day, this was a tremendous amount of work. Thanks to Descartes' route planning solution, the whole delivery processes has been automated.

"After having decided that we needed a more effective way of working, we asked four companies to present their solution. The choice led unanimously to Descartes. It was the solution with the best performance that matched perfectly with our company's needs," said Patrick Magnus, co-founder of the company and Sales & Marketing Manager.

Descartes' solution leverages advanced planning and optimization technologies and was designed to be an interactive tool for route planners. The 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 is one of our leading partners, a very important link in our organization.”

Filip Magnus,
Co-founder and Financial & Administration Manager, Magnus

Full Automation

The integration of Descartes' route planning solution had a significant effect on the internal organization at Magnus. In the past, order forms were printed on a daily basis and placed into sorting boxes. The dispatcher had to plan the distribution rounds manually on the basis of these forms. Needless to say, this task was particularly time consuming and it resulted in many errors.

Since the introduction of the solution, Magnus organizes its work in a different way. Deliveries are entered in the accounting software and are no longer printed out. In parallel to the routing solution, Magnus bought a custom phone application. This application creates the link between order management, the accounting software and the Descartes routing solution. When the operator calls the client, the information is directly sent to the accounting software that transfers it to the Descartes solution.

"In the past, we were flooded with paper records, now everything is much better organized. We only print the information when everything is complete," explains Bart Mortier, responsible for the planning and organization of the deliveries.

Descartes implemented the routing solution and made sure the connection between the different software tools was well in place. "Everything went well, the consultant from Descartes analyzed our configuration and challenges in depth, and the software was installed smoothly," continues Patrick Magnus. "The implementation only took a few days and the conversion of the old data to the new system did not present any problems."

Smooth and Easy

"Descartes route planning solution offers many advantages. We can handle more deliveries and can accept last minute orders until 30 minutes before delivery planning is complete. We also have better control of the deliveries and the solution provides us with real-time overview of the status."

"Descartes is one of our leading partners, a very important link in our organization. We have regular contact with them and they are always ready to find solutions to our questions, which is key in a collaboration like this," concludes Filip Magnus, co-founder and financial and administration manager.