

George's

Aptean Routing & Scheduling helps George's deliver fleet and fuel savings

Industry

Wholesale Distribution

Challenges

- » Deliveries to over 250 restaurants, 3 times a week with 35 stops per truck
- » Increased fuel costs due to inefficient delivery operations
- » Homegrown IT infrastructure unable to rapidly develop routes & schedules

Benefits

- » Saved \$31,000 in annual fuel costs
- » 5% reduction in road miles
- » 10% reduction in fleet size while maintaining the same high levels of customer service
- » 6 hours of data entry and administration time saved every week



George's Inc. is a premier farm-to-table supplier of fresh and frozen chicken products, distributing to quick service restaurants, retail and food service customers.

The company has grown from a small business serving local and regional markets into a multi-division corporation serving both national and international markets. It now processes over 5 million chickens each week. The company's mission remains the same: to set the standard by providing consistently superior poultry products worldwide every day.

Ease of implementation

George's has a long-standing relationship with Aptean. They initially chose Aptean Routing & Scheduling to improve operational efficiencies in its Virginia-based operation, specifically for its store door routes. At the time George's was delivering chicken products direct to store for 250 fast food restaurants three times a week requiring up to 35 stops per truck. George's needed a solution that would integrate with its own homegrown IT system. It had been looking for the right match for over 2 years when it started talking to Aptean about their routing and scheduling solution.



“I looked at several other packages all offering the ability to rapidly develop routes. However, it was Aptean’s approach of promising that the software would work with our existing systems and then delivering on those promises that makes this an outstanding solution. They put their customers first and this is very important to our organization,” explains Jeff Overstreet, Director of Transportation, George’s, Inc.

The routing and scheduling innovation integrates seamlessly with George’s order entry and shipping systems. This brings operational transparency, allowing greater flexibility and improved customer service. The uniquely accurate, time saving system improves dispatch operations as well as enabling continuous process improvement.

“Implementing Aptean Routing & Scheduling *Paragon Edition* was, without doubt, the best solution for our business. The system allows me to quickly develop routes and completely eliminates the burden of manual planning and scheduling. I no longer worry about 25 new routes arriving on my desk to work out – the system automates the process and it is very accurate and ensures that mileage does not creep up as we get busier. This is evidenced by the fact that we are adding more deliveries without adding more miles,” continues Overstreet.

George’s runs all orders through the system, which factors in Hours of Service restrictions, truck weight, distance and dock time to create an optimal daily schedule. Dispatchers can then use their local knowledge to manipulate routes if need be, allowing George’s to create the most efficient routes with multi-stops to minimize spoilage.

Using Aptean Routing & Scheduling to reduce spoilage

George's must adhere to strict regulations for food safety, ensuring fresh or frozen chickens are kept at the proper safe temperature, whether it is in the processing facility or out on the road in a truck. At each stop when the trailer door opens, it lets in warm air, possibly affecting the quality of the product as it travels. The less time spent at the customer dock unloading chicken, the better.

Using Aptean Routing & Scheduling *Paragon Edition* to optimize the routes and schedules of its fleet has reduced the time and distance its trucks, and therefore its chickens, spend on the road each day. By lowering mileage, the planning office reduces the liability associated with temperature.

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Jeff Overstreet, Director of Transportation, George's, Inc.

George's has also been able to customize the Aptean Routing & Scheduling system to address the industry specific challenge of having to sell all its fresh poultry products every day. They put loads of chicken up for auction on a spot sale, allowing them to sell all the chickens for that day and to maximize truck payloads.

Tangible return on investment

George's has seen savings across its business as a result of implementing Aptean Routing & Scheduling software.

From day one of implementing the innovative logistics software, George's was able to reduce its fleet size by 10% and still maintain its high quality of service.

Reducing data entry and dispatch administration by 6 hours a week was also an immediate benefit – time that is now spent on investigating backhauling and other business opportunities.

Finally, George's is saving \$31,000 a year on fuel costs. These savings result from a 5% reduction in road miles made possible by using Aptean Routing & Scheduling.

“Aptean’s Routing & Scheduling software has delivered a major boost to our operation. Our efficiencies and savings demonstrate that our investment in the system has more than paid for itself. Furthermore, the money and time we save using the system far outweighs the cost of the license fee,” concludes Overstreet.

George’s now uses Aptean Routing & Scheduling software across all of its business.

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Jeff Overstreet, Director of Transportation, George’s, Inc.



Are you Ready to Learn More?

Interested to see how Aptean Routing & Scheduling can help improve your transportation operation?

Contact us at info@aptean.com or visit www.aptean.com.



About Aptean

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For more information, visit www.aptean.com.