



Paragon

DIRECTIONS

From the Leaders in Transportation Optimization and Execution

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Martin-Brower lowers the cost of burger delivery

Paragon's truck routing and scheduling system has enabled the Martin-Brower Company, L.L.C. (Martin-Brower), to increase delivery frequency using its existing fleet without adding significant mileage. One of its service centers eliminated 5,000 miles a week on the road with the software.



"I have worked with many vendors in my 20-year career in food distribution and Paragon has been one of the most supportive companies I have ever worked with."
Chuck Gans, Director, Operations Support, Martin-Brower

All 23 Martin-Brower distribution centers (DCs) in North America, Canada and Puerto Rico use the system for daily routing of multi-frequency deliveries to more than 6,000 customers, supplying them with all their frozen and dry goods, packaging, cleaning products and ancillaries using its 570-strong truck fleet.

"The Dickson, Tennessee DC designed a new master schedule using the Paragon software and immediately reduced its mileage by 5,000 miles a week, a 6% reduction. We believe that this would not have been possible without the aid of the Paragon software. We are proud that we have been able to reduce over 900K lbs of CO₂ out of our carbon footprint by cutting our emission levels," says Chuck Gans, Director, Operations Support, Martin-Brower.

The software was selected following thorough research to find an automated planning solution that can handle multi-frequency deliveries,

maximize use of the existing truck and trailer fleet and improve warehouse utilization. More than 20 vendors were reviewed initially, with Paragon demonstrating its strength and flexibility in meeting Martin-Brower's requirements.

According to Gans, "the software includes several key features, including dispatch smoothing, allowing us to spread dispatches throughout the day utilizing the warehouse workforce properly. It also enables arrival time banding, ensuring locations with multiple delivery frequencies are all delivered within a user-defined number of minutes on all delivery days. This avoids some customers receiving morning deliveries on one route, and an afternoon or evening delivery on the next."

"I have worked with many vendors in my 20-year career in food distribution and Paragon has been one of the most supportive companies I have ever worked with," says Gans.

Business growth in North America

This year we have welcomed new customers from the food service, automotive, petrochemical, logistics, brewery, agriculture and retail industries amongst others, notching up more than 250 installed systems in North America.

Through our commitment to developing our products, we are offering new features and functionality on a regular basis. Some of these are detailed on page three.

"Paragon offers a solution for all sizes of distribution operation, from 10 trucks operating from a single depot to a multi-depot, multi-shifted business. Being a long-term partner to many influential companies in the US and in Europe allows us to fully understand their needs and provide software that helps them to meet their business goals. This close association with many industry leaders also benefits Paragon users everywhere as new enhancements are added into our software products as standard," says William Salter, President and CEO.



You can find out more on how Paragon can improve your distribution operation by calling our Dallas office on 972-731-4308

The route to smoother warehouse dispatch

Paragon customers will be interested in a new feature called Dispatch Smoothing, which is standard to Paragon version 5.4. If trucks are loaded immediately before departure, for example in operations with a limited number of loading bays or variable staff rosters, Dispatch Smoothing helps to balance warehouse activity and resources with intelligent scheduling of the delivery fleet.

With this new feature, transportation managers can be sure that transportation plans are realistic and achievable. It automatically aligns loading and dispatch to the required number of vehicles, adjusting the plan to warehouse constraints, such as the number of available loading bays, staff and rostering levels. It also helps ensure that all resources are used efficiently and vehicle waiting time is minimized. This should improve customer service as less warehouse loading delays means delivery targets can be met more reliably.



Contact your Paragon Support Consultant to find out more or call Paragon on 972-731-4308

Dispatch Smoothing is easy to use and works by setting two parameters: "limit", which is the number of dispatches possible within an interval, and "interval", which is specified in minutes. These can be set for fixed or rolling dispatch intervals.

Fixed dispatch breaks the workload into fixed intervals based on the maximum number of dispatches specified for each interval. Rolling dispatch is useful where the warehouse may have little flexibility due to size, design or loading equipment – for example, only two loading bays or limited material handling equipment. This ensures that throughout the operating period, dispatches are handled smoothly across all the available intervals.



"By using Paragon software, we will reduce daily routes and mileage with consequent operational savings."

Paul Collier, MIS Director and Project Leader, Loveland Distributing

Loveland Distributing automates efficient beverage distribution planning

Loveland Distributing Company, Inc, is implementing advanced distribution planning software to optimize delivery routing of alcoholic and non-alcoholic drinks such as Red Bull, Sweet Leaf Tea, and Nesquik to 3000 licensed retailers including Wal-Mart, Food Lion, Kroger, and 7-Eleven.

Paragon won this software contract against stiff competition from other technology vendors.

"We looked at several other products, but we found that Paragon offered more features at a lower cost. Paragon's team was also able to demonstrate the product using our data, which clearly explained the value of the product to the project team," says Paul Collier, Loveland's MIS Director and project leader.

Loveland has a varied fleet of vehicles used across the routes and the company expects the software will improve efficiencies. "By using Paragon software, we will reduce daily routes and mileage with consequent operational savings. We will use the software to recalculate our current routes into a more efficient pattern. We will then use the software to re-route every two months to meet varying seasonal demands. In a year's time – perhaps sooner – we aim to move to daily optimization," says Paul Collier.

AgReliant Genetics seeds new customer service benefits

AgReliant Genetics, LLC, the Westfield, Indiana based corn and soybean seed company will use Paragon Integrated Fleets software to centralize planning of seed deliveries to customers throughout the Corn Belt states. The company expects significant savings in mileage, emissions, and in administration time.

AgReliant Genetics selected the software after researching 20 other transportation management products. The software will optimize routing and scheduling of daily deliveries made by subcontractors, who each normally make four to five stops on their routes. During the company's peak

shipping period, this can involve up to 100 trucks. Therefore, improving delivery resource efficiency is an important goal for AgReliant Genetics.

"We bought Paragon because it has the ability to provide a better planning system and reduce the miles traveled to make each delivery," says AgReliant's Director of IT, Steve Thompson. "We also like its ability to calculate multiple route options from which we can choose the most cost-effective solution. If we have to make last-minute changes to routes, the software has the ability to recalculate and produce a new optimized route," he adds.



"We expect a significant reduction in delivery miles this shipping season because of the new software."

Steve Thompson, Director of IT, AgReliant Genetics

Gas giant Linde launches global roll-out of Paragon

The Linde Group is rolling out Paragon around the world for the daily transportation planning of its gas cylinder business. Standardizing on Paragon's advanced logistics software will enable Linde, which operates in 100 countries, to optimize the routing and scheduling of thousands of gas deliveries across the world. The move has already seen successful implementations in Europe which have demonstrated both operational savings and improved customer service levels.

Linde already uses Paragon to plan daily deliveries in Germany, Belgium, the Netherlands and France, with customers able to place orders up to 5pm each afternoon for next day delivery. The system is also currently being implemented in the Czech Republic, Norway, Sweden, Australia, New Zealand, the USA and Canada. Eventually, Paragon will be in use worldwide, extending its transportation efficiencies and service improvements, particularly in relation to vital therapeutic gas deliveries, to Linde's combined global fleet of 4500 vehicles.

Paragon was chosen following an extensive Six Sigma-based selection process which scored competing systems on ability, reliability and supplier quality. It replaces disparate PC-based and manual systems and has already removed Linde's reliance on local schedulers. Planning is

now undertaken by one or two experts in each country who are able to take a 'big picture' view of operations, which brings the added benefit of balancing workflows. The system is installed centrally and accessed via Citrix by schedulers in each country, integrating seamlessly with Linde's SAP enterprise system.

"Our gas businesses require a quick turnaround of orders into deliveries within a tight timeline. In many cases it is critical that we get urgent supplies to customers," says Martyn Stretch, Global Transport Manager for Linde's cylinder business. "Paragon enables us to work to these tight constraints and ensures that we keep our customer service promises. In addition, Paragon Software Systems has proven to be a reliable, knowledgeable and responsive company, qualities in line with our own customer focus."



"Paragon enables us to work to tight constraints and ensures that we keep our customer service promises"
Martyn Stretch, Global Transport Manager, Linde

Customers benefit from rich functionality

Richard Street, Paragon's Development Director, describes some of the Paragon features that make a major difference to logistics operations.

Q: Does Paragon offer a solution for planning multiple frequency deliveries?

A: "Our Multi Period Planner software is ideal for automating this complex type of distribution problem. It allocates multiple deliveries to days, balances the workload across the period, and clusters deliveries geographically. It also ensures that the required gap between subsequent deliveries to the same customer is maintained. Paragon then calculates detailed routes and schedules across the whole period."

Q: Can you ensure similar delivery times on different days?

A: "Paragon's new Arrival Time Banding feature achieves this. Martin-Brower, a leading quick service restaurant distributor, commented recently on how the software helps its transportation management team ensure locations that require multiple delivery frequencies are all delivered within a user-defined number of minutes on all delivery days. This avoids some customers receiving morning deliveries on one route, and an afternoon or evening delivery on the next."

Q: We need to centralize our planning function; can Paragon facilitate this?

A: "Paragon makes centralized planning easy for customers with multiple sites. It makes it possible to consolidate planning, allowing different sites to coordinate activities while reducing the administrative burden. The software automatically and accurately identifies the best routes, sequences deliveries and selects the most appropriate depot to service each delivery. The software allows a single planner to produce optimized daily plans that maximize the fleet efficiency across the entire operation."

Glanbia saves 16% in six months

Glanbia plc, the international nutritional ingredients and cheese group, headquartered in Ireland, has saved 16 per cent in delivery costs by using Paragon's computerized routing and scheduling solution. The supplier of Yoplait, Avonmore and Kilmeaden dairy produce says the savings have paid back its investment in the Paragon software within a matter of months.

The company went live with the transportation optimization solution in September 2009, allowing it to remove three trucks from its fleet. Since then a further two vehicles have been retired from service through recalibrating the routes and schedules. Glanbia uses the system to model, review and improve fixed routes for making about 2,000 deliveries a week to a wide range of customers. These include most of Ireland's supermarkets and convenience stores.



"We are very pleased with the performance of the Paragon system. Not only has it helped us reduce our delivery costs by 16%, we have improved the accuracy of our plans."

Dave Colgan,
Transportation Manager, Glanbia

Paragon Welcomes



Southeastern Food Merchandisers:

Southeastern Food Merchandisers, the Alabama-based foodservice company, has selected Paragon software to optimize deliveries of frozen, chilled and ambient food products to customers in Tennessee, Mississippi, Georgia, Alabama and Florida. In a later phase, the company will use Paragon Multi Period Planner strategic planning software to optimize multiple deliveries and delivery days to further enhance customer service. "Paragon is the best choice for our business. It is an advanced solution backed by a dedicated support team. Paragon invests in product development, which assures us the software will support our business over the long term," says Jim Acomb, General Manager, Southeastern Food Merchandisers.



Enviroco:

Enviroco, a leading hazardous waste management company, has selected Paragon's Single Depot route optimization software to plan the collection of packages of hazardous waste from their customer network. "Having looked at the solutions the market had to offer it was clear to me that Paragon could deliver the best results and the most flexibility in terms of software options and capabilities," comments Howard Jonas, Operations Director, Enviroco.



Roberts Bakery:

Roberts Bakery, the family owned bakers delivering their own products to retail and catering customers, has selected Paragon software to manage its fixed route operation. "Paragon's extensive experience and track record of delivering significant cost savings to food distribution companies made it the obvious choice for our operation," comments Mark Owen, Director of Logistics, Roberts Bakery.



Fergusons Transport:

Fergusons Transport has revolutionized the planning of its automotive logistics services for car builder Nissan with Paragon's advanced routing and scheduling software. The system produces optimized routes and schedules in minutes, replacing time consuming manual planning that took weeks to complete. "Paragon was a natural choice for Fergusons Transport. Nissan's logistics partners favor the software and it came highly recommended. I am over the moon with the software. It saves us so much time by delivering the information we need in minutes," says George Mallaby, the Fergusons Group IT Support Controller.



Boughey Distribution:

Boughey Distribution, the warehouse and distribution specialist, has opted for Paragon's Multi Depot and Integrated Fleets solution for use throughout its distribution operation. An added link to Boughey Distribution's vehicle tracking units ensures transportation teams have access to real time vehicle location and delivery status information. "The system provides efficient and effective distribution and has additional benefits. As the system works out the optimum route and consolidation make-up of each truck leaving the depot this results in fewer trucks and loads being required. Paragon identifies the most effective scheduling and best routes to take, which combined with our in house driver training program, leads to better fuel consumption," says Martyn Nicholls, Distribution Director, Boughey Distribution.

Instant reporting benefits for Paragon customers

Quick and easy to read reports detailing the performance of transportation operations – such as costs per drop and trailer utilization time – are readily available to Paragon customers. The automatic reporting features of the software eliminate time consuming data extraction and report creation, enabling transportation operators to access important information quickly. Armed with this information you can streamline operations, boosting efficiency and save money.

"The built in reporting features and functions of Paragon products allow our customers to gain easy access to business critical data and gives users the ability to produce a wide range of management reports within seconds. Data is readily configurable and can be customized to provide tailored reports using Crystal Reports developed by Business Objects, the software industry's leading reporting tool. I'd encourage Paragon users to call their dedicated support consultant to find out more about utilizing the system's range of reporting capabilities and discover other system features that could be delivering more benefit to their operation," says Phil Ingham, Paragon's Support Director.



To contact your support consultant call the Paragon office on 972-731-4308

To find out more please call Paragon on 972-731-4308

email: sales@paragonrouting.com • www.paragonrouting.com

2591 Dallas Parkway, Suite 300, Frisco, TX 75034