Google

Case Study | Google Maps Coordinate

DDS EXPRESS Logistik: Europe-based logistics company boosts efficiency, cuts costs with intuitive, map-based software solution

DDS

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—Matthias Linke, Commercial Manager, DDS Express Logistik GmbH

Company

DDS EXPRESS Logistik GmbH provides forwarding services for time-critical shipments of any type, serving nearly all of Europe. Formed in 1994 as a business unit of Hamburg-based ESJOT Express Transport GmbH, the organization developed its Direct Delivery System (DDS) for expediting shipments of virtually any type, primarily in the Scandinavian region. Since becoming an independent company in 2008, DDS has extended its operations to all of Europe.

Challenge

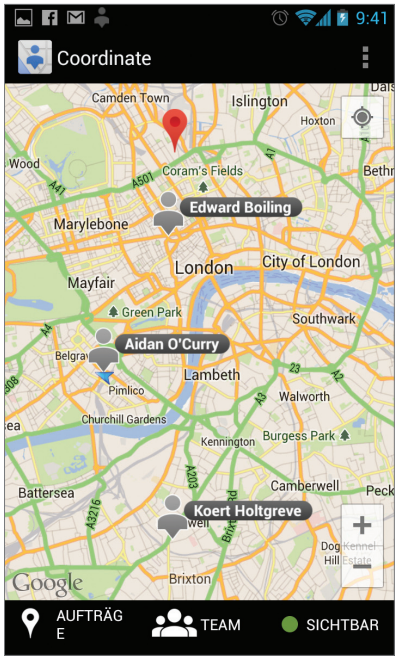
Today, a staff of more than 20 at DDS plans and manages shipments executed by 50 drivers from subcontracted companies. To stay competitive, DDS must be highly efficient in every operational area, from customer service and route planning to driving and delivery. To deliver fast, reliable shipping services, company staff must continually optimize a wide range of complex processes, making adjustments every day.

While the company had some mapping technology in place, it was both expensive and limited in its capabilities. DDS had to invest significantly in devices for all the drivers, and spend upwards of 1.5 hours a day keeping them updated. All this took time way from other, more productive pursuits.

Given the challenges, DDS began searching for a new technology solution – likely, one designed specifically to support logistics-focused enterprises – that could help them maximize service quality, keep transport failure rates low and help supervisors and drivers communicate effectively.

Solution

A team of logistics experts at DDS performed an extensive evaluation of candidate technology solutions.



"Most of the systems seemed bloated," says DDS Commercial Manager Matthias Linke. "They were also overly complex. We felt this would cause confusion among our planners, making us less efficient across all our operations." Linke adds that one provider did offer a simpler solution – but one that wasn't suitably reliable.

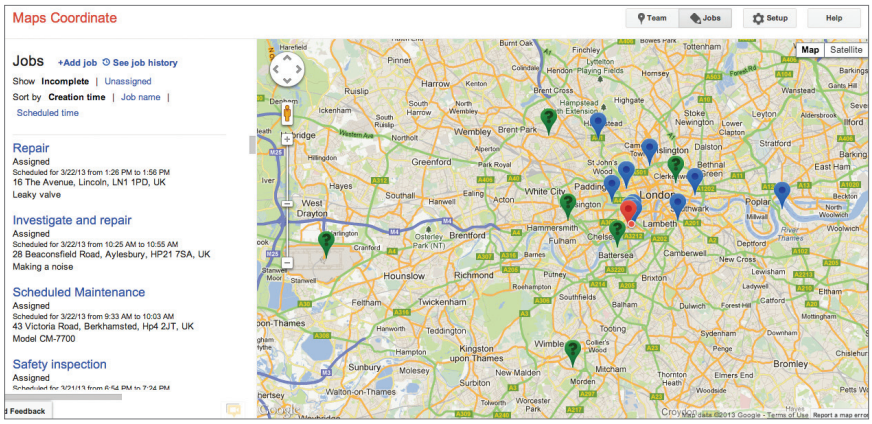
Fortunately, the team found one solution that did meet all of the company's needs. The Google Maps Coordinate geo-information service offered a powerful but simple, intuitive user experience – while offering ample flexibility,

About Google Maps Coordinate

Google Maps Coordinate is a workforce management software solution developed to simplify the task of coordinating mobile teams. All mobile team staff are displayed on a visual map system provided by Google Maps, making it easier to assign jobs to the nearest available team member. By offering real-time visibility, the tool enables planners to quickly and clearly track team member locations and key data such as a team member's current order processing status. Historical data on both orders and locations is available for reporting and analysis.

By simplifying both strategic decision-making and the operational tasks of navigating through service orders, Google Maps Coordinate enables organizations to complete logistics orders in shorter time frames, at less cost, and with less technology-related effort. Order and client details can be communicated more readily to drivers, and the solution can be customized with user-defined points of interest such as customer locations.

For more information, visit:
www.google.com/enterprise/mapsearth/products/coordinate.html



which would be important as the company grew. And because most company employees were already familiar with Google mapping solutions – using its navigation features regularly in their personal lives – there would be no need for staff training.

The solution was fully implemented, company-wide, in less than two months, requiring minimal time and effort.

Now, with the Google solution in place, DDS's logistics processes are more efficient than ever. Because supervisors can quickly and easily locate individual drivers using the system's web interface, it's easier to assign shipping orders to them in a targeted manner. Drivers use Android smartphones (with Europe-wide rate plans) to call up order, shipment and client details. "What we're seeing is better communication – simpler, but more effective – among our staff and the drivers out on their routes," says Linke. The company expects to have all its drivers equipped with the new system by mid-2013.

Results

The new solution has brought more than higher levels of efficiency to DDS. Employees enthusiastically welcomed the Google Maps Coordinate solution – and the economic benefits have been significant. Because drivers use their own Android devices, DDS saves both maintenance effort and cash. "We can currently measure a direct saving of around five Euros per driver, per month," reports Linke. "The solution is about 20% less expensive to use than our previous technology.

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