



## CASE STUDY: YOKING THE PROFIT

### Fridays Limited installs WinRoute™ optimisation software to reduce costs

Kent based Fridays Limited, one of the largest egg producers and packers in the UK, is projecting major savings this year due to new Vehicle Routing & Scheduling (VR&S) software introduced by Integrated Skills Limited (ISL) - the leading reseller of The Descartes System Group and RouteSmart™ software.

WinRoute VR&S has enabled Fridays to greatly reduce their use of contractors. Phil Day, Friday's Logistics Manager explains that the software allows his planning team to *"work the existing fleet harder"* and plan routes more cost effectively.

In addition to saving on external contractors, Mr Day explains that he has increased the speed at which routes are planned.

Discounting the market leader early in the procurement process due to limited functionality and price, Fridays chose WinRoute due to the rich functionality and adaptability of the software, the professionalism and dedication of the ISL team and the proven market success of the product.

According to Phil Day, *"The WinRoute solution could handle the complex logistics here at Fridays and adapt to manage parameters including side and rear door vehicles, multi-compartment vehicles, varying pallet sizes and multi-day routes."*

Mr Day continues in his praise of the ISL implementation team, especially in developing a 'dual import' interface to the company's systems: *"ISL listened to our requirements and modelled the WinRoute system to meet our business requirement, whereas other potential suppliers wanted us to change the way we do things to fit their software"*. He was pleasantly surprised at *"... how quick and hassle free the installation went and that the software was very intuitive"*.

Phil Day, Friday's Logistics Manager says:

*"Now working the existing fleet harder"*

*"The software pays for itself in Year 1"*

*"Big reduction in expenditure on outside transport"*

*"Reduction in internal administration"*

Fridays Limited has become one of the biggest egg producers and packers in the country. Originally supplying just shell eggs to major multiple retailers and foodservice companies nationwide, Fridays expanded during the 1970s to supply boiled eggs and egg products to a value added egg market in its infancy. The late 1990s saw the launch of a thriving chilled products division. Fridays Limited remains an independent, family business.



## Integrated Skills

Integrated Skills Limited, based in Southampton and operating nationwide, is a specialist provider of software solutions and environmental consultancy. ISL's logistics and optimisation solutions reduce fleet size, reduce mileage, reduce planning time/resource and maximise efficiency and can be used for scenario planning when introducing new vehicles, new routes and new services. WinRoute software is applied to routes ranging from FTL to multi-drop distribution route (150+) collections or deliveries, and RouteSmart™ software is for organisations with high volumes of collections or deliveries, door-to-door, and street-by-street.

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