



CASE STUDY: Automated strategic route planning helps Klarius fulfil market promise of “Big on Delivery”

Klarius Group installs WinRoute™ optimisation software for strategic planning that ensures high customer satisfaction levels (and minimises costs)

The UK operation of the Klarius Group (www.klarius.eu), one of Europe's largest and fastest growing manufacturers of aftermarket car parts, has improved their strategic planning process, maintained high customer satisfaction levels and minimised delivery costs by the introduction of WinRoute vehicle routing & scheduling software (www.winroute.co.uk) implemented by Integrated Skills Limited (ISL, www.integrated-skills.com).

The two current major market brands within the Klarius Group are Klarius Emission Control Products and QH Automotive Parts. Both the Klarius and QH product brands represent a range of OE quality replacement automotive products. With a portfolio of over 100,000 parts, over 80,000 parts are supplied every day, to over 5,600 delivery points in more than 136 countries.



WinRoute has enabled Klarius in the UK to greatly improve the planning operation ensuring that master routes are efficient but flexible enough to accommodate new customer orders. With a customer commitment of being - “Big on Delivery” - it is essential that customer orders are delivered on time. Andy Taylor, Operations Director Logistics at Klarius **Group** in the UK explains that WinRoute allows his planning team to plan routes more cost

effectively *“ensuring that new customer orders are fulfilled on time but without adding excessive costs to each new delivery”*. He goes on to explain that *“WinRoute synthesises our route planning ideas quickly and easily so that modified routes are produced far more efficiently than the previous manual planning method”*.



Serving 300 customer sites daily throughout the UK with 27 vehicles working out of 5 depots the routes once planned are reviewed and modified on a periodic basis taking into account new customer sites. Routes are planned resembling ‘spokes on a wheel’ fanning out from each depot based on order volume and type, vehicle capacity, driving time and mileage.

Discounting other software suppliers early in the procurement process due to price, other factors in the Klarius choice of WinRoute included the rich Offices in Coalville, Guernsey, Leeds, Romsey



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functionality and adaptability of the software, the professionalism of the ISL team and the proven market success of the product.

Andy Taylor continues by highlighting the importance of the ISL implementation team's knowledge of logistics operations, "*ISL understood our strategic planning requirements and configured the WinRoute system to meet our needs*".

Looking forward Andy says that the ability to print routes on a map will enable the sales team to better target 'clustered' prospects along or near existing routes. Furthermore, Andy is looking into the possibility of deploying WinRoute into the continental Klarius **Group** operation. WinRoute already has over 200 installations in continental Europe including a number in the automotive parts sector.

Andy Taylor, Operations Director Logistics says:

"The software paid its money back"

"Improved strategic planning capability"

"Synthesises our route planning ideas quickly and easily"

About The Klarius Group

100,000+ car parts covering 99% of Europe's most popular cars makes Klarius the fastest growing European manufacturer of aftermarket car parts today. The Group operates five high-volume manufacturing plants, a research & development centre, four European technical centres, eight International logistics & distribution hubs, and eighteen national and regional stock warehouses based across Europe.



The Group headquarters are located at the Voyager, a development based at Manchester Airport (UK) – which will soon form part of Airport City, serving as a hub for international business, and a centre for international sales and marketing operations. There are over 1000 employees in the Group located all across Europe. The Group has an annual turnover in excess of 200 million Euros.

About Integrated Skills Limited

Integrated Skills Limited, operating internationally out of Romsey near Southampton, Hampshire, is a specialist provider of routing and optimisation software solutions as well as environmental consultancy. ISL's routing and optimisation software solutions improves productivity (improved drop density, reduced costs per drop, etc) and maximises efficiency through reductions in fleet size, mileage, planning time/resource and can also be used for scenario planning when introducing new orders, customers, vehicles, routes and services.

Offices in Coalville, Guernsey, Leeds, Romsey

Integrated Skills Limited, Bell House, 32 Bell Street, Romsey Hampshire SO51 8GW
www.integrated-skills.com



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WinRoute is one vehicle routing solution from the extensive portfolio of Canadian based Descartes Systems Group™ (www.descartes-systems.com). ISL is the UK's leading reseller of Descartes' vehicle routing and optimisation portfolio which includes Routeplanner, Routeplanner OnDemand, RoadShow, as well as Mobile Working, In-cab and Telematics solutions. ISL is also a partner of RouteSmart Technologies Inc.™ (www.routesmart.com) for high density, door-by-door and street-by-street route optimisation software.

For further information contact: Alan Paget, Sales Director, Integrated Skills Limited, Bell House, 32 Bell Street, Romsey, Hampshire SO51 8GW, contact@integrated-skills.com; Tel: +44 (0)2380 737983

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Integrated Skills Limited, Bell House, 32 Bell Street, Romsey Hampshire SO51 8GW
www.integrated-skills.com