

**Case Study**

## Taking a tasty bite out of transportation costs: Pipers Crisps successfully manage growth while minimising transport costs thanks to WinRoute route planning software

Pipers Crisps ([www.piperscrisps.com](http://www.piperscrisps.com)), one of the UK's leading specialist crisps producers, has made significant cost savings in its distribution and sales operations thanks to the introduction of WinRoute ([www.winroute.co.uk](http://www.winroute.co.uk)) route planning software from Integrated Skills Ltd ([www.ukisl.com](http://www.ukisl.com)).

Expansion of the Pipers' client base fuelled by increasing demand for their wide range of flavoured crisps led to pressure on their distribution operation.

As James McKinney, Sales Director at Pipers, explains "Thanks to WinRoute Pipers has been able to automate the manually based route planning process which has driven through efficiencies in our supply chain".

As the company continues to grow the WinRoute software has, according to James "... provided cost benefits not only within the existing territories but enabled us to manage expansion. Pipers is now working with a warehousing partner covering London & the South East and operating additional vehicles to service this growing territory."

James states that his fellow team members found the software "straight forward to follow enabling them to plan routes quickly with point & click, drag & drop functionality".

Other factors in the Pipers choice of WinRoute included the rich functionality and adaptability of the software, the professionalism of the ISL team and the proven market success of the product.

At Pipers the software is being utilised on both a strategic level and for day-to-day route planning requirements "... and will continue to help us as we plan for the future."

### About the software

With over 200 installations in 10 European countries, WinRoute is a tried and tested solution that delivers more efficient and cost-effective collection and delivery services. Routes can be planned at a local, regional or international scale with an accuracy to the level of street and house number. Individual routes can be optimised with a single mouse-click. Double-click on orders, depots or routes to drill down to detailed information and statistics. Drag and drop to edit and amend routes directly on the map, in the GANTT chart or in the table.

Speed profiles are time and road type sensitive and customisable. Driving and arrival times are calculated on the basis of real-world information, taking into account peak hour congestion. Detailed business-specific rules can be set up to ensure routes meet all manner of user-defined constraints.

### About Pipers Crisps

Pipers make crisps in their own factory in Lincolnshire. Dedicated to producing the best potato crisps possible they cook locally sourced potatoes using the finest seasoning to flavour them. Pipers Crisps search for passionate people who make great food and ingredients for their premium flavours which include: Biggleswade Sweet Chilli; Kirkby Malham Chorizo; Wissington Spicy Tomato; Angelsey Sea



**Case Study**

Salt. Pipers Crisps specialise in providing high quality products to companies that care about their food offerings such as pubs, stadiums, museums, independent coffee shops, delicatessans, farm shops and garden centres.

**About Integrated Skills Limited**

Integrated Skills Limited, operating internationally out of Romsey near Southampton, is a specialist provider of routing and optimisation software solutions as well as environmental consultancy. ISL's routing and optimisation software solutions reduce transport costs, improve 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.

WinRoute is just one vehicle routing solution from the extensive portfolio of Canadian based Descartes Systems Group™ ([www.descartes-systems.com](http://www.descartes-systems.com)). ISL is the UK's leading reseller of Descartes' vehicle routing and optimisation portfolio which includes WinRoute, Routeplanner, Routeplanner OnDemand and RoadShow.

ISL is also a partner of RouteSmart Technologies Inc.™ ([www.routesmart.com](http://www.routesmart.com)) for high density, door-by-door and street-by-street route optimisation software as used by local authorities and their contractors for waste & recycling services, winter maintenance, street cleansing, gully emptying, grounds maintenance, social care transportation and similar services. The software is also used in the postal services, newspaper distribution and utilities sectors.

**Further information**

For further information contact:  
Alan Paget, Sales Director  
Integrated Skills Limited  
Bell House, 32 Bell Street  
Romsey, Hampshire SO51 8GW

[E: contact@integrated-skills.com](mailto:contact@integrated-skills.com)

*“Thanks to WinRoute Pipers has been able to automate the manually based route planning process which has driven through efficiencies in our supply chain”*

**James McKinney**  
Sales Director, Pipers Crisps

