

CASE STUDY

M-NETICS' IM2 PROOF OF DELIVERY SOLUTION HELPS DHL SAME DAY DELIVER ADDED VALUE FOR CUSTOMERS



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DHL SAME DAY

DHL Same Day is focused on getting time-critical packages to their destination in the shortest possible time. Handling more than 4,000 deliveries each day, the company runs one of the largest coverage networks for same day services from 31 nationwide service centres. Available 24 hours a day, 365 days a year, DHL Same Day guarantees pick-up within 60 minutes and ensures a secure, fast and highly flexible service.

THE CHALLENGE

Improve customer service

DHL Same Day's search for a new mobile computing system was motivated by three key drivers: delivering added value for its customers, improving technology and software and driving performance benefits across the business.

CUSTOMER PROFILE

Company

- DHL Same Day
- UK

Industry

- Courier/logistics

Motorola Products

- DS3578 wireless handheld scanner

Software

- ISIS Mobile 2 (IM2)

Hardware

- 850 Motorola MC55 rugged handheld computers

Partner

- M-Netics



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“We are always on the lookout for the latest technology to continually deliver the best service for our customers and required a mobile computing platform that would enable our customers to track couriers in real time. We chose M-Netics' Proof of Delivery solution to deliver this capability. As well as added value for our customers, it also supports our couriers and allows our service centres to allocate jobs more efficiently. The technology is backed by a dedicated support service that should reduce our mobile computer maintenance costs by 20 per cent.”

Veena Bhatt,
UK Same Day Head of IT, DHL Express UK
and Ireland

THE SOLUTION

M-Netics' IM2

DHL Same Day deployed M-Netics' new IM2 task-based system. It provides extensive capabilities for DHL Same Day's customers, employees and the business. Customers can trace the progress of pick-ups and deliveries through Google Maps and couriers are equipped with key capabilities to improve their performance (e.g. satnav and bar-code scanning). In addition, dispatch teams see a complete real-time view of couriers' locations and the business can review detailed operational data.

BUSINESS IMPACT

Added value for customers

The customer experience is improved through real-time tracking of their parcels, and pick-up and delivery times are reduced through efficient route guidance and dispatch.

If there are problems with an order (e.g. traffic congestion) dispatchers can share the information with customers to manage expectations. Analyzing operational data will optimize resource planning, and courier productivity will rise by 5 per cent through improved dispatch, route guidance and automated data collection.

Application(s)

- **GPS tracking:** Customers can track job progress using Google Maps™
- **Proactive service:** Dispatchers proactively contact customers if couriers are delayed
- **Resource optimization:** Dispatch teams have a complete view of couriers' locations and status
- **Electronic data capture:** Couriers capture data electronically – e.g. Proof of Delivery
- **Exceptions:** Couriers can use the MC55's camera to take images of damaged parcels
- **Data analysis:** Operational data enables planners to review business performance
- **Scanning:** Bar-code scanning ensures couriers pick up the correct goods
- **Service and support:** Devices are staged by M-Netics, can be remotely monitored and updated, and are overseen by comprehensive service and support
- **Field comms:** Couriers can call an approved list of telephone numbers using their MC55
- **Route-guidance:** Integrated CoPilot guides couriers to destinations
- **Ease of use:** The software is very intuitive to use

Benefits

- **Improved service:** Customers are kept fully informed of job progress in real time
- **Costs cut:** M-Netics' support services provide a predictable and reduced cost of ownership – estimated to be 20 per cent – for the device estate
- **Compliance:** Parcel bar-code scanning ensures compliance with audit demands
- **Green performance:** Satnav and improved resource planning reduces courier mileage
- **Complete services:** Couriers have all the services they need on one compact device including camera, electronic Proof of Delivery, phone and SatNav
- **Intuitive operation:** The software is easy to use and reduces training requirements across the large team of 850 people



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Finding the right partner

DHL Same Day is dedicated to providing the best service for its customers. With this in mind, the company required an updated mobile computing platform that would enable its customers to track couriers in real time. M-Netics' Proof of Delivery solution was chosen to deliver this capability.

'M-Netics, standard IM2 software is not only comprehensive but can be configured to meet the exact needs of our employees and customers,' comments Veena Bhatt, UK Same Day Head of IT, DHL Express UK and Ireland. M-Netics also produced a detailed technical specification so we knew that the solution would meet every operational requirement. IM2 is also very intuitive to use which is important across our user base of 850 people.'

M-Netics' complete range of mobile computing services spanning software development, handheld computer selection and deployment, back-office integration and ongoing support was also a major factor when deciding upon a supplier.

Speedy deployment

The core IM2 system is a client / server-based system that is interfaced to back-office systems using XML – a design that ensures deployment with the minimum fuss. Says Veena Bhatt: 'We found it easy to align IM2 to our specific business needs.'

MOBILE COMPUTER SELECTION

Small package, big performance

For the mobile computers, M-Netics recommended Motorola's MC55. The compact rugged device can be used in all weathers and provides the key functions to meet DHL Same Day's business objectives. These include GPS, scanner, camera, telephony and flexible wireless connectivity with wide-area GPRS, Bluetooth™ and Wi-Fi.

'The MC55 is a powerful PDA,' says Stephen Godman, Sales and Marketing Director, M-Netics. 'It's rugged, which is great for outdoor use, is competitively priced and offers a wide range of features. It was the best all-round device for this deployment.'

Coordinated by the core IM2 system, the devices support a wide range of applications.

Advancing customer service

When a customer places an order via phone or web with DHL Same Day, an email is sent to them confirming that a courier has been assigned for their shipment. A link allows them to track and trace the courier using Google Maps – a key capability that strengthens DHL Same Day's market offering. Once collected, the courier scans or records the parcel's details using the MC55. DHL Same Day's system then sends a mail to the receiving customer with details on the estimated time of arrival and a tracking link. Upon delivery, the courier uses the computer to take an electronic signature that is automatically synchronized with IM2 and DHL Same Day's systems.

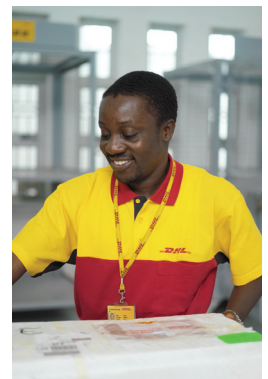
Improving dispatch

Controllers at 31 nationwide service centres use the GPS tracking to improve response times by matching the nearest vehicle to the job. The mapping system features colour-coded icons for each courier detailing their status. Controllers can call the courier to check the issue to revise the estimated time of delivery and advise the customer. Business analysts can review the operational data collated by IM2, such as vehicle routes and peak times, to more effectively plan resources.

Courier support

The technology helps couriers perform tasks quickly and effectively. Job manifests are received daily on the MC55. And throughout the day new jobs are dynamically allocated, eliminating the need for physical forms and follow-up calls. If the courier needs to communicate to the service centre, he / she can do so through the MC55's phone.

CoPilot satnav is installed on the MC55 to guide couriers to destinations using the fastest route, while bar-code scanning and electronic Proof of Delivery enhance data collection. Also, DHL Same Day can adhere to the specific compliance requirements of markets such as financial services that require checks are in place to ensure the right goods are picked up; bar codes are scanned at the point of collection that alert the courier if the wrong parcel is being picked up.



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Thorough and cost-efficient support

M-Netics provides services that reduce the costs of running the system, including staging all computers and help-desk support – with the ability to remotely update software. And, if a computer cannot be repaired remotely, the Motorola Gold Advance service programme kicks in to ensure it's replaced next day with a ready-to-go device. DHL Same Day estimates that the service support will reduce computer management and maintenance by 20 per cent.

Improved service and efficiency

Commenting on the deployment of IM2, Veena Bhatt concludes: 'The system improves customer service and our market offering, enhances the efficiency of dispatch and enables our couriers to be more productive. Our couriers also report that the software is easy to use while our dispatch teams comment that the system is "excellent". With an improved offering for our customers, cost savings and productivity benefits there has been significant interest in the technology from other DHL businesses in overseas markets.'

About M-Netics

M-Netics is a leading provider of Enterprise Mobility Solutions to blue-chip clients across all vertical markets (retail, warehouse, logistics and mobile). Its end-to-end offering covers all areas of data capture and mobile computing solutions including consultancy, wireless network design, installation, software applications, device hardware, deployment and hardware and software support.

For more information on how Motorola's MC55 rugged handheld computer can improve your logistics operations, please visit us on the web at www.motorola.com or access our global contact directory at www.motorola.com/enterprisemobility/contactus

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