



# Heppner Achieves Real-Time Parcel Tracking with Motorola Mobile Solution



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Xavier Prud'homme, Groupe Heppner's IS director

## The company: Groupe Heppner

Groupe Heppner, founded in 1925, is one of the largest transport and logistics companies in France. It has revenues of nearly 500 million euros, a staff of 3,700 and a network covering 134 countries. Groupe Heppner specialises in national and international groupage, chartering, logistics and transportation by air and sea. The group has nearly 50 branches in France that handle parcel logistics.

## The challenge: Improve parcel tracking process throughout the logistics chain

Heppner's previous parcel tracking solution was based on a wired network which processed information in a batch at the end of the day. Consequently, the organisation did not always have an accurate view of where parcels were in the logistics chain. This visibility was particularly important at Heppner's intermediate sorting offices, known as "agencies", where parcels are sorted and dispatched to their destination. The Heppner IT team wanted to have real-time visibility of when parcels arrive at and depart from the agencies so that drivers and freight handlers could be co-ordinated effectively.

The wired system also limited employee mobility because employees were only able to enter data from fixed points. In addition, because there was a time delay between collecting the information and entering it into the mobile computers, data entry errors could occur and the transmitted data was often less precise, occasionally leading to addressing errors.

## Customer profile



**Company**  
Heppner

**Location**  
France

**Industry**  
Transportation and logistics

**Motorola products**  
• Motorola MC9000  
mobile computers

**Applications**  
• Parcel track and trace

**Partner**  
• Interscan

**Benefits**  
• Data updated in real-time  
• Fewer errors  
• Streamlined logistics process  
• Enhanced quality control



In order to improve customer service and provide greater visibility into the logistics process, the company wanted a solution that could provide real-time parcel tracking from the pick-up point through to delivery, so that clients would always know the whereabouts of their parcel.

In addition, Heppner wanted a robust and effective solution that would meet the needs of the drivers and freight handlers in the fast-paced and demanding conditions of the logistics industry.

**The solution: 500 robust mobile computers, deployed across all Heppner's branches**

After studying proposals from four suppliers, Groupe Heppner chose Motorola's solution, based on MC9000 mobile computers. The solution was selected and tested by professionals from the group's branches and approved by their IS management. After operational tests on the docks, Motorola's hand held mobile computers were judged to provide the highest performance and to be best suited to the users' needs, for their ergonomics as well as their capabilities. Given that the company's employees perform more than 250,000 parcel barcode scans each day, the durability of the devices was a key factor in the decision.

In 2007, Heppner deployed 500 rugged, high-performance MC9000 mobile computers across its branches for data entry at the point of activity,

streamlining the transfer and management of each parcel from pick-up to delivery. Since then, the system has functioned perfectly, providing accurate, precise real-time information via the website.

The process begins when parcels are scanned upon their arrival in Heppner's logistics network. The tracking continues as the parcel is scanned each time it is handled and when other events (for example, pick-up, shipment, transport and arrival) take place during transit, until it is delivered and a signature is collected using a digital delivery slip. The data collected throughout this process is fed through a secure portal on the Groupe Heppner website, allowing both employees and clients to monitor their parcel's progress.

A secure Internet Protocol (IP) network links all of Groupe Heppner's branches to the data centre. These branches also have their own Wi-Fi and IP networks that allow them to work in real-time, so that employees can move freely to all parts of the facility and enter data wherever needed.

In order to measure and quantify the improvements that the new solution has brought and to ensure that standards remain high, Groupe Heppner has implemented a quality management solution. The solution uses the mobile computers to measure the number of parcels each branch handles on a daily

basis and a quality score is assigned to each event. Each agency is then rated on the quality of service that it provides.

Members of the executive committee and agency directors receive the quality data on a daily basis, allowing Groupe Heppner to constantly monitor the number of parcels handled daily, and to guarantee that the productivity of each agency is maintained.

#### **The results: Better service for Heppner's clients**

Groupe Heppner is already seeing the benefits of the new solution. The process has been accelerated and the number of misrouted parcels has decreased. Furthermore, not only can drivers' work schedules be updated in real-time, but customers can also track the status of their parcel via the website. What is more, the deployment of mobile computers has enhanced Groupe Heppner's client services and improved the quality of information transmitted to its clients by over five per cent.

Xavier Prud'homme, Groupe Heppner's IS director, said: "Our new solution has allowed us to create a real-time end-to-end parcel tracking system which has, for the first time, allowed both Heppner and its customers to trace the movement of parcels throughout the logistics system. Not only has this increased productivity, reduced human error and enabled us to handle a greater number of parcels in record time, but it has helped us to provide a superior level of service to our customers."

#### **About Motorola**

Motorola is known around the world for innovation in communications. The company develops technologies, products and services that make mobile experiences possible. Our portfolio includes communications infrastructure, enterprise mobility solutions, digital set-tops, cable modems, mobile devices and Bluetooth accessories. Motorola is committed to delivering next generation communication solutions to people, businesses and governments. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.6 billion in 2007. For more information about our company, our people and our innovations, please visit [www.motorola.com](http://www.motorola.com).





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