

Route Optimisation

Improves service levels and increases delivery control, whilst cutting costs by up to 20%.

Research shows that service levels are a big determinant of sales growth. In a fast growing Saudi Arabian economy that is characterised by relatively low service levels, those companies that can reliably service their clients will show better turnover and margin growth than their competitors over time.

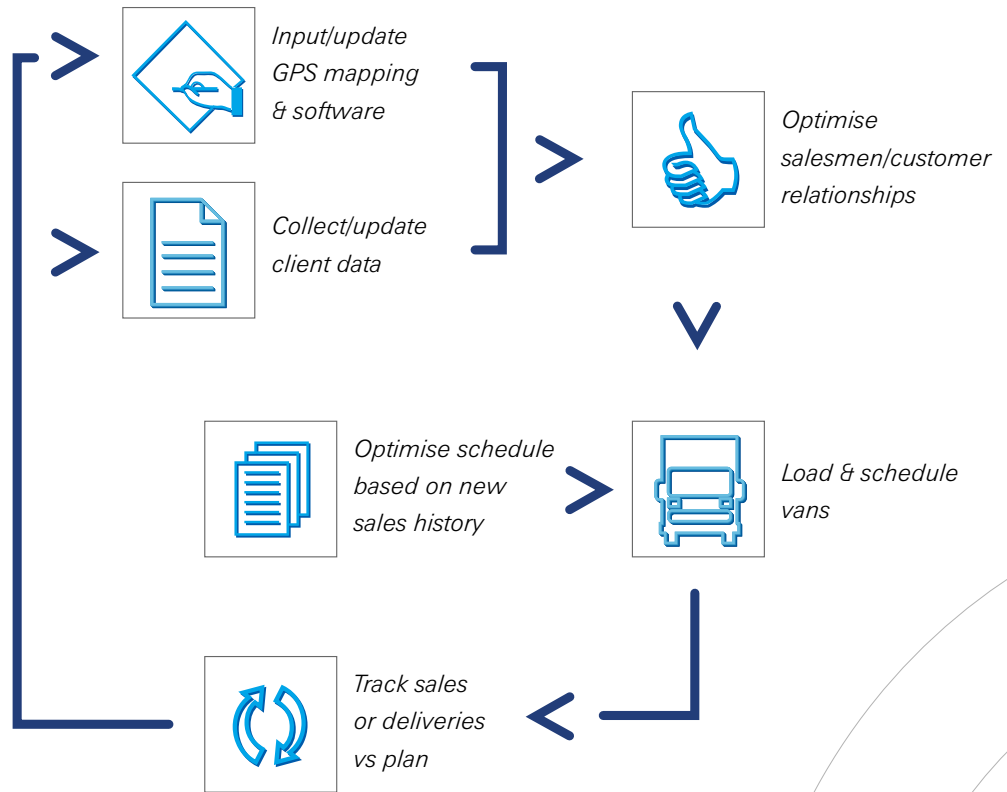
The Hala offering is the only commercially available service that connects a digital roadmap system to route optimisation software. It can increase the number of deliveries per van, per day by up to 20%.

The resultant impact on both customer satisfaction levels and on the profitability level of the organisation can be substantial, particularly if the client is first in its market to employ the tool.

*Increasing service levels and control – driving up profits.
Creating competitive advantage.*



Our process



The early bird catches the worm

The Saudi Arabian economy is blessed by the richness of its natural resources, but it is the way in which it builds sustainability beyond the gift of oil that will determine its true potential.

The companies that will dominate the new economy are those who realise (in what is currently a low service environment) that driving service levels up, whilst controlling costs, makes the difference. They are the ones who gain repeat business because their customers can rely on them.

A reliable and cost efficient outbound distribution system is critical to this process.

Hala's answer: Route Optimisation

Hala Supply Chain Services has developed the only commercially available route optimisation service that bases its process on multi-level GPS based maps of Saudi cities. This service typically increases the number of deliveries per vehicle per day by 20%.

The system delivers these benefits to van sales or to pre-ordering systems.

Evidence shows that this improvement in service delivery can facilitate improved and more sustainable sales levels. Naturally, improved sales levels at lower costs are a potent formula for profitability and market share growth.

*In a low service environment,
increasing delivery reliability
leads to higher sales
and profits*

Typical supply chain challenges that Route Optimisation addresses:

- How do I divide up the sales/delivery territory efficiently?
- How can I bring the cost of outbound delivery down?
- How can I keep track of what my salesmen/delivery vans are doing?
- If my fleet was more efficient,

I would not need to buy more vehicles in the face of more delivery points

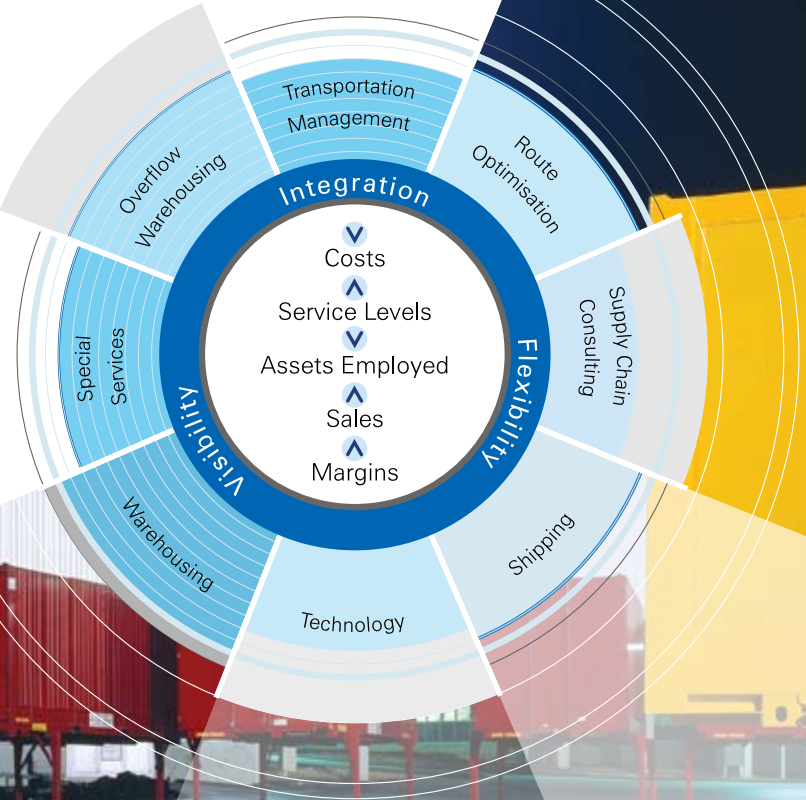
- I need to control/reduce my drivers' overtime costs
- Maps available are rendered out of date quickly by the growing and changing infrastructure
- New add-on systems often do not integrate with my ERP system
- I don't have the capital budget to purchase or install such a system

How Route Optimisation works

1. The client needs at least five vehicles in a territory for the system to yield meaningful benefits
2. We plot the GPS address of each client into our system
3. We identify relationships between individual customers and salesmen or delivery vans on our system
4. We ensure that the digital maps are continuously up to date
5. We activate the optimisation software, and test it in your environment
6. We load live data in parallel to your existing system until we are sure that we can switch without risk
7. We either train your personnel, or you insource us to run the system
8. We measure the benefits and apply a process of continuous learning to bring costs further down and to enhance service levels



Other Hala services



Benefits to the client

- Up to a 20% increase in the number of deliveries per vehicle per day
- Reductions in fuel, capital, and maintenance costs per delivery
- Decreases in overtime costs for sales and delivery personnel
- Fewer trucks are required for any given sales or delivery system
- Service levels increase
- Vehicle tracking helps to control the sales/delivery integrity
- Maps are digitally updated on a continuous basis
- The system can be used on a client operated or an insourced basis

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