



DUDLEY HORTICULTURAL TRANSPORT GROWS ITS BUSINESS AND BOOSTS PRODUCTIVITY

Moving plants from nurseries to garden centers and other retail outlets in a timely fashion is no small feat. Just ask Dudley Horticultural Transport, who recently expanded its business and now serves over 30 United Kingdom and European nurseries plus many other customers with daily or weekly deliveries. Since implementing Descartes Routing & Scheduling solutions, the company has doubled its daily nursery deliveries in the UK from 150 to 300 orders, increased driver productivity levels and cut the number of hours required to plan drivers' routes by more than 50 percent.



CHALLENGE

Founded in 2001, Dudley Horticultural Transport delivers plants and other nursery goods for more than 30 nurseries to retail stores and garden centers throughout the United Kingdom and the Channel Islands. The distribution company has a private fleet based in Essex and provides a variety of specialized and dedicated transport services for a wide range of horticultural-based customers, including booking deliveries based on each customer's specific requirements.

Dudley's distribution network includes deliveries to all areas within the United Kingdom twice a week, and some areas are covered daily. High seasons for the nursery industry are long ones—January to July and September to October.

Plagued by a laborious, inefficient planning process which involved six to ten hours each day from a single planner, the company was turning away new business and realized it needed a better routing and scheduling solution to satisfy current customers as well as grow its revenues.

SOLUTION

Better Planning, Increased Productivity

Citing "simplicity" and "ease of use" as key differentiators, Dudley selected Descartes Routing & Scheduling™ to optimize deliveries across its distribution network and implemented the solution in March 2006. Key deliverables for the Descartes solution included reducing the numbers of hours spent daily to develop delivery plans and, as a by product, improved driver productivity and fleet utilization.

“ We knew Descartes Routing & Scheduling could help us shorten planning time and define better routes. We were delighted when our “better routes” led to a 100% increase in our business.

Sean Dudley, Transportation Manager,
Dudley Horticultural Transport

RESULTS

Reduced Planning Time, Doubled Number of Daily Deliveries

Since implementing Descartes Routing & Scheduling, Dudley has doubled its daily deliveries from 150 to 300 orders, increased driver productivity levels, improved vehicle usage and cut the number of hours required to plan drivers' routes by more than half.

Prior to Descartes, Dudley typically spent up to 10 hours each day manually planning routes. Now planning time is down to one to three hours. Dudley is using multiple types of routing models—multi-day, multi-trip and back haul—to optimize its delivery options and as a result, has been able to take on new business and double its number of daily deliveries.

“The planner who previously worked until 10:00 p.m. each night is now finished by 5:00 p.m.,” said Sean Dudley, transportation manager, Dudley Horticultural Transport. “Descartes has helped us manage the doubling in the size of our business—something we didn't know we could do.”

THE DESCARTES DIFFERENCE

The Descartes Systems Group Inc. is a leading provider of on-demand delivery management solutions for transportation, logistics, manufacturing, retail and distribution enterprises. Descartes delivers trading partner connectivity and document exchange, route planning, wireless dispatch, rate management, inventory and asset visibility, transportation management and warehouse optimization solutions for industries such as retail, consumer goods, manufacturing, transportation, distribution and third-party logistics. Descartes offers solutions that can be deployed as traditional applications or as a service to help customers optimize and gain real-time control of their inventory, logistics assets and mobile workforce. Descartes solutions are used by more than 2,500 customers in over 60 countries. For more information, visit www.descartes.com.



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