



Case Study

UPS Logistics Technologies



SYSCO Baltimore Increases Routing Efficiency and Productivity

SYSCO Corporation is the largest foodservice marketing and distribution organization in North America. Customer satisfaction is a core value for all of SYSCO's 145 operating companies in the United States. They value nurtured customer relations that continue to evolve today. An industry leader, SYSCO distributes quality products and delivers when promised.

Located just south of Baltimore, Maryland, SYSCO Baltimore has seen many corporate changes. They were founded in 1919 as Smelkinson Brothers Corporation, and in 1988 they became part of the SYSCO Corporation. It was during the Smelkinson Brothers era that the company investigated software as an alternative to manual routing. Daily routing sessions were performed around a conference table, and upper management began searching for an easier way to perform this tedious activity. After thorough investigation, they became an early innovator of routing and scheduling software by licensing Roadnet from UPS Logistics Technologies (formerly Roadnet Systems). They purchased the software to gain control over increasing distribution costs. They needed to reduce these

costs while maintaining a high level of customer service.

UPS Logistics Technologies' Roadnet is a tactical daily routing tool that optimizes delivery routes, balances profitability and enhances customer service. One of UPS Logistics Technologies first customers, SYSCO Baltimore's first year experience with Roadnet exceeded their expectations. UPS Logistics Technologies and SYSCO worked together to add complementary features to the software, laying the foundation to the current robust system.

Today, SYSCO Baltimore has grown to over 10,000 customers in central Maryland, Northern Virginia and the District of Columbia. Using Roadnet to efficiently plan their routes, they run 110 daily standard routes to foodservice operations including restaurants, country clubs, healthcare and educational institutions, and lodging establishments.

When router Randy Phillips first started with SYSCO Baltimore, routing was taking two - three times longer than it does now. "Enhancements to Roadnet have enabled us to cut back on daily

QUICK FACTS

SYSCO Baltimore

Location

Jessup, MD

Industry

Foodservice

Service Area

Northern Virginia
Central Maryland
District of Columbia

Vehicles

150

Solution

Roadnet®

Results

- Reduces customer account maintenance
- Consistently meets time windows
- Minimizes driver overtime
- Significantly reduces routing time and mileage



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maintenance, allowing more time to be focused on daily tasks, actual routing and meeting customer time windows," stated Phillips. "Using the standard routing feature, the software has saved us valuable hours, helping with efficiency and productivity."

No stranger to the importance of productivity, SYSCO Baltimore routing manager Leo Farber added, "Roadnet gives my department the ability to route more efficiently, cutting run time and transportation costs, while staying within the limits of DOT laws."

SYSCO Baltimore is able to attribute a variety of benefits to Roadnet, including:

- ◆ Reduces customer account maintenance
- ◆ Consistently meets time windows
- ◆ Minimizes driver overtime
- ◆ Significantly reduces routing time and mileage

"I was trained to route using Roadnet and I can't imagine life without routing software. It allows for an orderly and efficient routing process, but also it ensures an on-time delivery to our customers," Phillips said.

The SYSCO Baltimore routing staff has taken advantage of the Roadnet University program, and the courses

have enhanced their knowledge of the software. "I have attended several Roadnet courses at Roadnet University, and I have walked away gaining insight to shortcuts and user friendly tips to make the software easier to work with," Phillips remarked.

All too often employees walk by the same table that past routers used before SYSCO Baltimore licensed Roadnet. "I just scratch my head wondering how they did do it," Phillips stated. "The table serves a more suitable purpose now, in one of our conference rooms."

"Roadnet gives my department the ability to route more efficiently, cutting run time and transportation costs, while staying within the limits of DOT laws".

Leo Farber
Routing Manager, SYSCO Baltimore

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