



Simba, part of the Pepsico Group, are South Africa's premier supplier of potato chips.



Simba found themselves in a situation where they had limited control over vehicles, the potential to add routes as a result of increased sales and therefore an increase in capital expenditure – so they chose LogiX!!

Ernest Smith, National Sales Productivity Manager, says:

“During our recent peak season we didn't have to hire any additional vehicles to cope with the increased loads - an indication of proper route engineering. Our return on investment has been an overwhelming 700% over a very short period.

Most other software packages would only provide us with scheduling functionality whereas the solution provided by DPS/CargoWare addressed our particular needs.”

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