

ASG Direct

-Advanced planning possibilities in LogiX create opportunities for e-commerce



To fulfil the special needs that transportations related to e-commerce and home deliveries leads to, ASG and City Mail founded the joint venture ASG Direct in 1998.

ASG early realized that a concept that was going to be able to handle e-commerce with strict demands on delivery precision and short lead times would lead to a tough planning situation. If the customers lay an order before 6pm, they are guaranteed delivery the same day. Therefore, the planning has to be done fast, easy and instantaneously, with a high degree of precision.

On top of this, a routing system used this way has to be integrated with an advanced system that receives orders via Internet and payments at the door of the customer.

The final choice of ASG Direct was LogiX, which was integrated in the final solution.

The system was implemented in the fall of 1999 and has been up and running ever since. The planning is operated with LogiX and the experience is that LogiX cooperates very well with this type of system, also in everyday business.

"This is the first system that I've seen that is really usable."

Ove Erbom, ASG Direct

Article in ASG's customer magazine FLOW Nr. 3/99

To be able to execute a more precise planning, the customers specify their address at the time of reservation. This address is then used to find the exact location in the LogiX maps.

Except for the improved economy that routing and scheduling leads to, there was one more aspect that highly mattered at the time of implementing computerized distribution optimisation at ASG. The effects on the environment were seriously taken in to consideration. ASG identified the opportunity of large quantity home deliveries with a minimized effect on the environment when using LogiX.

"One can generally save at least 10 to 15 percent of the driven transport kilometres by using a system like this."

Ingvar Elmér, ASG Direct

Article in ASG's customer magazine FLOW Nr. 3/99

This goes hand in hand with ASG's ambition to decrease the effects on the environment that the executed transports have.



How do one serve a high number of home deliveries with different demands of time within the centrals of Stockholm in the best way?

It is not enough to just perform an lucid planning. The dynamics of the system requires that the planning contain detailed information of the route and delivery places.

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