

Web based **Vehicle Tracking**
& Mobile Data Solutions

Case Study - Arnold Laver Timberworld

Arnold Laver Timberworld is one of the leading forces in the UK timber industry, with annual turnover approaching £100m and a delivery fleet of 102 vehicles, spanning 16 nationwide depots. Amidst continuing efforts to reduce costs and increase customer service, the company was faced with the task of finding a vehicle tracking system that could cope with the assiduous demands of such a competitive industry? Their answer was to attain the services of **Concepts-Online** Explorer.

Arnold Laver **TIMBER WORLD**

The essential tools for the trade



Company Profile:

Founded in 1920, Arnold Laver Timberworld has emerged from humble beginnings to establish itself as a nationwide organisation, with annual turnover approaching £100million and with 800 employees working across a network of 16 depots. The company, internationally respected within the timber industry, offers one of the finest and most comprehensive product ranges in the UK, with a wide selection of softwoods, hardwoods, sheet materials, laminates, and joinery products available to its customers.

Business Needs:

The principal reason behind Arnold Laver's investment in **Concepts-Online** Explorer was to reduce costs, explains Colin Dean, IT Director. "When trying to maximise profits for any company, you have to look at your overheads and work out where you can make a saving. When we scrutinised our expenses we found that a large percentage of our outlays were on transport, a notoriously difficult cost to reduce". Colin explains "You have a set number of charges that it is impossible to have any influence over, and that if anything are going to increase in the future. The price of fuel, for example, is only ever going to go up, service and maintenance fees are fairly static, and we didn't want to be in the position where we were cutting wage rates...so the only option we were left with was making our fleet work more efficiently for us, and that's when we were introduced to the sales team at **Concepts-Online**".



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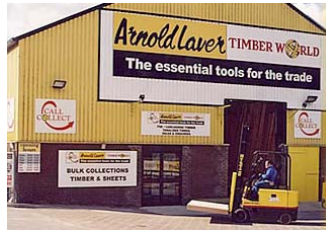
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Arnold Laver Timberworld

Knowledge is Power - Efficiency is Revenue - Control is Profit



System Installation:

Graeme Oliver, Transport Manager (Bradford), is clearly a proud advocate of the system. "Everything is tailored to the needs of the transport manager... all the tools you could want are there at the touch of a button. I've been using the program for several months now and I'm continually impressed with how reliable it is... I'm yet to have a problem or find a single thing I'd change about it".

When discussing the installation of **Concepts-Online**, Colin Dean professes "this is definitely the most successful project I have undertaken. User satisfaction is extremely high, support calls are negligible, and our customers love how precise we are with our timing, ...from virtually day one we were convinced of the positive impact this was going to have on our business, and we've not been disappointed".

System Benefits:

One of the key benefits of **Concepts-Online** is the level of control the system affords its users over their vehicles. "Why should we not have the same level of control over the fleet that other departments have over staff working in the building" states Colin. "This is not Big Brother, it's simply allowing us the opportunity to manage our team the same way we would if they were working at the next desk".

For Graeme, the positive reaction of the drivers has been integral to the success of the system. "Having been a driver myself, I wish I'd had access to something like this... when drivers get lost they phone the office and get exact directions to a customer site, and if for some reason a delivery drop can't be made, the drivers have proof they were on location, eliminating any concerns about a customer complaint".

From a manager's view point, "...the system pays for itself over and over again... the reduction in over-time alone covers the cost of tracking each week... before drivers could take 4 hour lunch breaks and we'd be none the wiser, now they're back in the yard earlier, ready to be sent out on additional jobs we couldn't have accomplished before, or they're back on time without claiming for extra hours wages". "We've also seen the number of 'miscellaneous' journeys made drop substantially. If a driver makes a 5 mile personal trip in one of the trucks, it costs the company about £10. Stopping one trip a week pays for the system for that vehicle again...it's constantly helping us to reduce our overheads".

What the future holds:

Colin Dean is unquestionably happy with the purchase he has undertaken. "We're pleased that we've achieved what we set out to do, and have cut the cost of transport. The next step for us is to see how we can further integrate the program with our existing IT solutions".

"For Arnold Laver to invest in something new, we have to do the 'legwork' to make sure it's the best option available... people in this industry know that, and will often follow suit when we're seen reaping the benefits". A point proved by the number of new orders **Concepts-Online** has received from firms associated with Lavers. "I'm happy to tell anyone I'd buy the system all over again... I can't understand how anyone could see this working and not order it. The program has more than paid for itself in the first 3 months... everything we save now goes towards reducing our costs, and maximising our profitability".

Why choose Concepts-Online?

In today's ever changing business world the challenges of managing fleets of vehicles & manpower are greater than ever before. We have a solution that not only takes care of all these challenges but will increase your profits and efficiency at the same time.

Our **Vehicle Tracking system** is the most sophisticated, easy to use and by far the most cost effective on the market. Tracking your fleet of vehicles has never been easier! So from 1 to 1000 vehicles, **Concepts-Online** is the solution you need.



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