route**solutions**

Animal healthcare distributor slashes delivery mileage by 31%
with user-friendly logistics software

Finding a needle in a haystack might be a figure of speech to most of us, but to Walco International customers, it's something they may need to do on a daily basis. Walco is a leading worldwide provider of products and services that support the food-animal and companion

Considering many of Walco's customers operate in a rural setting, one can imagine how a few poorly planned deliveries can lead to more miles driven along with higher fuel and labor costs. Multiply that inefficiency by 5 or more drivers and hundreds of delivery days

started with a test of an enterprise-level logistics solution from UPS but found the added complexity daunting and its cost prohibitive. "There were so many bells

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animal markets. Without timely deliveries of vaccines and other supplies, Walco's customers would have a major problem with resource management.

Planning routes the old way proves inefficient

Transportation manager Dan Stacy knew the existing system of assigning deliveries to drivers manually and allowing them to plot their own routes just wasn't operating at peak efficiency. "We knew we had inefficiencies in the systems we used to route our deliveries to customers," says Stacy.

annually and it becomes easy to see how the need to contain costs can quickly escalate the urgency ladder. What's more, occasional late or missed deliveries added unnecessary stress to Walco's customers. Finding a way to make deliveries more predictable and reliable would only strengthen customer service and loyalty.

Fishing for a solution in a sea of options

Mr. Stacy began the search for a cost-effective solution that would improve labor and fuel costs while being easily integrated to daily operations. He

and whistles that it would take extensive staff training to become proficient in building routes in addition to having a steep price tag."

After some additional research online, Mr. Stacy found StreetSync Basic, an SaaS-based service offered by Route Solutions Inc, based in San Diego. StreetSync Basic was developed for companies looking for an effective entry-level route optimization tool requiring minimal training and upfront

investment. Mr. Stacy says ease of use is one of the immediate benefits of StreetSync Basic. "I built the first route comprised of 5 drivers and 85 stops in less than 15 minutes and setup was completed in about 20 minutes with all base and vehicle information entered," he reports.

In addition to the user friendly interface, Mr. Stacy was surprised to learn how cost effective StreetSync Basic turned out to be. "For the cost," he says, "it had everything we needed and the ease of use meant we could evaluate it quickly. It has similar features as million dollar competitors without the price tag."

Results: what about ROI?
After StreetSync Basic was selected, the real question for the management at Walco was how quickly would the payback be on the monthly investment? Mr. Stacy is happy to report that starting immediately after implementation, "StreetSync pays for itself several times each month." In fact,

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after comparing fleet activity over a 6 month period, the use of StreetSync was able to reduce delivery mileage by an incredible 31%. The reduction in miles slashed overtime costs by several hundred hours and reduced fuel consumption by 500 gallons per month, respectively. In addition, the hidden and sometimes immeasurable benefit comes from increasingly satisfied customers. "Customer service has improved by creating predictable daily workloads and avoiding missed or late deliveries."

Never going back to the "old way"
Asked what would happen if Walco suddenly needed to operate now without StreetSync, Mr. Stacy reports that, "to suddenly move back to a "dead reckoning" method would result in the inability to effectively manage one of our most costly resources."

In the end, perhaps the ultimate litmus test of a product or service is whether or not it can be recommended to a trusted friend or colleague. For Mr. Stacy, the verdict is clear:

"Yes, absolutely. I would recommend this product to anyone interested in managing resources with consistent, predictable, reliable results. It's cost effective, easy to approve and easy to implement—requiring minimal training to improve results. I have worked with million dollar systems previously and StreetSync produces million dollar results for a fraction of the cost."

Customer Snapshot

Customer:	Walco International, Inc. (Nasdaq: AHII)	Solution:	StreetSync Basic
Industry:	Animal healthcare products & services	Time to Implement:	24 hours
Market Cap:	$75 Million		
Challenge:	Excessive labor and fuel costs due to inefficient delivery routing.		
Results:	-31% miles reduction	-500g fuel reduction	
	-4% labor reduction	-Improved cutomer service due to more predictable deliveries	