

# CLICK REPLY™ TM

A management, planning and optimization tool, able to control and verify costs, represents an inescapable need for any company wishing to keep control over distribution processes, curb costs and above all measure, structure and turn into a competitive advantage all analytical information such as the incidence of transportation costs on each product lines, on the trade channel and on the delivery zone/area. Click Reply™ TM is aimed at companies that manage a fleet of vehicles or who delegate forwarding to one or more external operators but maintain the management of planning and control functions within the company.

The reduction in the stock managed by the client, the need to offer consumers an increasing variety of products, the pressure imposed by GDO are just a few of the direct causes which lead to the need to efficiently manage hundreds of small-size orders on a daily basis.

Billions of Euros are spent each year on transportation costs, representing between 3 and 7% of the turnover and about 60% of overall logistics costs.



Click Reply™ TM is an effective management tool, enabling the rationalization and simplification of transport monitoring and planning activities.

Click Reply™ TM is aimed at companies that manage a fleet of vehicles or who delegate forwarding to one or more external operators but maintain the management of planning and control functions within the company.

Click Reply™ TM allows to create/consolidate and manage the company transportation database for the structured management of:

- **Transport service providers and their price lists**
- **Fleet of vehicles (type and category)**
- **Georeferentiation of clients, delivery points and warehouse locations**
- **Logistics constraints at delivery points**
- **Logistics constraints at pick up points**
- **Constraints concerning vehicles/clients/pick-up points**

Click Reply™ TM supports the transportation Manual Planning:

- **By capitalizing the “transportation database”, it assists the planner in defining optimum trips, in full respect of constraints with customers and suppliers, by controlling each specific cost item (in real time).**

The Shipping Optimisation module calculates the delivery program, using a sophisticated algorithm (\*), hence optimising the customer service level, minimising the overall shipping costs in keeping with the constraints managed by the shipping database.

The Shipping Balance module provides an exact calculation of total transport costs, checks invoices from service suppliers or activates the self-invoicing procedures.

The system is also able to integrate VT (vehicle tracking) and POD (proof-of-delivery) applications which, with the help of general purpose or specific hardware, allow real time monitoring of trips (ex. for special and/or high value consignments) and the delivery certification.

## (\*) CLICK REPLY™ TM – TRANSPORTATION OPTIMIZATION MODULE

The problem of “vehicle routing”, i.e. the optimum routing of vehicles, was widely studied for decades by the scientific community in the field of Operating Research. This was defined, in its basic model, as the problem of visiting a number of users in specific locations, and characterized by a specific quantity of goods required, by means of a fleet of identical vehicles leaving a warehouse and returning to the same warehouse. The objective is to minimize the overall distance covered by the vehicles.

The optimization algorithm of the Click Reply™ TM system, jointly studied at one of the leading universities in Italy, calculates the optimum solution to the vehicle routing problem by using advanced Operating Research techniques, and particularly, with specific maths programming techniques called “branch-and-price”. The system implicitly generates all the possible routes and implicitly considers all the possible ways of combining them, in keeping with all operating and managing constraints, such as vehicle capacity constraints, time windows associated to visits to clients and warehouses, the maximum number of visits allowed for each user, the limited number of available vehicles, drivers’ shifts, possible incompatibilities of goods, vehicles, warehouses and destinations. The algorithm also allows to plan pick-up operations following delivery operations, and also to function in groupage shipping mode.

The planning of routes may be done for one or more days, including more warehouses and different types of vehicles. The algorithm allows to optimize the overall goods distribution operations costs, taking into consideration all the different rate calculation modalities, based on quantity, volume, weight, number of pallets and destination distance.

## CLICK REPLY GIS

Click Reply GIS is a powerful Geographical Information System developed jointly with Laser Navigation, a leading Italian company in the field of 2D and 3D mapping systems.

In its standard configuration, Click Reply™ TM uses GIS functions to calculate and create graphs of the times and distances of planned or previous trips.

The module functionalities may be easily extended, also according to the specific needs of the customer, to allow the real-time monitoring of all vehicle location, also in relations to what has been planned, the management of communication with the driver via radio or GSM, the monitoring of mileage, fuel consumption and vehicle route, as well as the transmission of the on board sensor and possible alarm status.

## CLICK REPLY™ TM – A SUCCESS STORY

*“By adopting Click Reply™ TM we managed, in less than one year, to reorganize the transportation planning and control processes. We attained the analytical cost breakdown and we managed to curb transportation costs incurred for the direct distribution of the finished product by about 3.5%”.*

Alessandro Tonelli – Supply Chain Manager Europe – Hutamaki Spa

## OFFER

The @logistics Reply offer is developed around four main business lines:

- Creation of Application Solutions based on its Click Reply™ proprietary suite, developed according to the most innovative and consolidated information technologies, able to ensure the complete visibility and traceability of logistics processes. The Click Reply™ suite, designed on a fully Web based architecture consists of the following modules:
  - Click Reply™ Warehouse Management
  - Click Reply™ Transportation Management
  - Click Reply™ Proof of Delivery
  - Click Reply™ Shop Floor Control
- Logistics Consultancy and Proof of Concept, on processes, resources and the new technologies available on the market: RFID, Vocal Technologies and Mobile Devices
- Back End, Networking and Front End infrastructure planning
- Facility and Application Management of the solutions, regulated by operation and qualitative SLAs



@logistics Reply is the Reply Group company that, in the field of Supply Chain Execution, offers its clients a wide range of state-of-the-art services and solutions, ranging from the logistics process design to the planning of turnkey application solutions, up to the introduction of new innovation technologies.

@logistics Reply bases its execution logistics integrated solutions on its Click Reply™ proprietary suite. Over 200 companies and over 8000 users utilize and integrate solutions based on the Click Reply™ suite in their logistics Value Chain.