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Vocal Mobile: RCS Logistics

overview

RCS Logistics has taken a holistic view of telematics and its implementation across the business. This has resulted in all major areas of our company utilising the technology in a number of different ways.

Our use of fleet tracking has evolved into a business-wide critical business tool of which the examples, we believe, makes us a nominee for the best use of technology at this years Motor Transport Awards.

Our submission is based on:

- Telematics at RCS is a people-based technology
- Our use of the telematics data is as critical as the solution itself
- The technology impacts on all areas of our business
- The technology is not “fit and forget” – we have worked with it and
- used it to make strategic decisions and enhance our business

Our approach has created a system that has many business touchpoints working alongside the tangible financial benefits that telematics and tracking brings operationally. We highlight all of these in our submission.

At the same time as reducing costs, the inclusion of telematics has allowed us to introduce a range of carbon initiatives; impacted on our sales and marketing strategies and allowed us to continue to develop class-leading customer services.

“Real-life working example of how technology touches all parts of our logistics business”

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our telematics project

By definition, a project has a start and end date, however, in our case perhaps uniquely, our use of the technology has evolved and we believe that this will continue to evolve into the future as we are constantly looking for ways to achieve business success.

our objectives delivered

Telematics was originally looked at solely from a cost saving potential. Simply, we wanted to reduce our fuel spend and use savings to enable our rates to remain competitive in an ultra-competitive industry sector.

Through our process of planning, measurement and action the technology grew to be an integral component of our business. The headline results are detailed below.

tangible headline savings

- 70% reduction in speeding
- Full compliance with HMRC requirements
- 38% reduction in combined fleet idling
- 48% reduction in LCV fleet idling
- 8% reduction in fuel usage

other key business benefits

- Implementation of Fuel Savings Programme
- Underpins ISO 9001 Customer Service Programme
- Allows H&S Policy to be Implemented in Real-Time
- Utilised in New Business & Sales
- Three-Way Carbon Reduction Programme

technology that is used across our whole operation

In this section of our Motor Transport Awards submission we wish to demonstrate how and where the technology has been used and highlight specific examples. This we wish to show the judges is not about software for software's sake, but how our people utilise information inside for the benefit of our business and customers.



RCS technology touch-points



tactical daily fleet and operations management

- Web-based fleet tracking is used for ETA management and communication with live traffic updates for real-time 360 degree vision over the fleet as its deployed.
- We can respond to last-minute unplanned jobs via allocating the closest available resource. Through our pallet exchange platforms organise back-loads based on current and live location information.
- We are responsible for managing speeding- particularly in the LCV fleet. The reduction of 70% in instances protects our brand and drivers via driving behaviour monitoring.
- Telematics has driven home how the daily management of our vehicles impacts on the companies fuel usage and emissions.
- We identified an alternative route for a trunked journey that reduced daily travel-time by an hour (avoiding an area of consistent traffic delays).

“At it’s simplest level-live positioning assists us plan backloads with our partners and be loaded for all of our mileage”



HR/ health and safety

- The vision over the whole fleet provided by Telematics has allowed us to implement policy based on actual vehicle data and journey information.
- Private use of our vehicles is not allowed and through the technology we have robust tools to monitor this. We can also provide evidence of this monitoring in the event of HMRC inspection.
- We are able to utilise reports that highlight excessive distances driven, or excessive mileage without a break, which is providing us with real-time tools that manage our compliance without complexity above and beyond our statutory Working Time Directive obligations.
- We can use the journey replay functionality to assist us with historical investigation of accident and resulting insurance claims. This allows us to have visibility over an incident and put in place training or procedures to reduce the likelihood of the same incident happening again.
- Real-time vehicle mileage reports allows for the production of service reporting which is used in conjunction with our Transport Management package.

finance

- The system provided us with the opportunity to match finance cost with operational management that established clear programmes for cost reduction and strategic management.
- Highlights that were simple to measure included a fall in the cost of vehicle idling by 38% without the purchase of any additional in-vehicle anti-idling hardware.
- The combination of some of the measurements we look at (including a daily analysis of MPG and Emissions) has enabled us to establish a “fuel savings programme” which aims to, through better route planning and driver behaviour management further reduce fuel expenditure.
- Everyone in the business now understands how critical their impact on business finance their everyday actions are.
- RCS fuel bill was circa £1m in 2008 FY. The 10% saving in fuel across the board we achieved through telematics not only negated the rise of approximately 2%; but has enabled us remain rate competitive with the 8% net saving in real-terms.

“With a fuel spend approaching £2m managing this cost is business critical – telematics enables this demonstrated by an 8% net saving”



information technology

- The provision of a web-based solution (100% cloud computing) enabled us to concentrate on other projects without tying up resource or requirement in additional infrastructure or hardware costs.
- The provision of the web-service means that the software is future-proofed, we are always running the current version and there is no requirement for individual licence management.
- In the future - we are aware that telematics will can play a progressive part of realising the next-lay of automation and cost benefits through information exchange and that standard mechanics exist for the management of this project.

sales, marketing and business support

- Telematics data is used as a support tool to prove business KPI's around service-level agreements.
- Not only is our IT used in transport and planning to avoid non-conformance such as late delivery or no delivery etc against schedule; in sales we also use the data to provide evidence and professional customer management.
- Telematics and the power of real-time business information and the inherent flexibility of our business enable us to use this as a selling point of our supply-chain capabilities.
- The streamlined management of our planning and transport departments and the impact of this on finance also allows us to be ratecompetitive and in some cases use this as an RCS logistics competitive advantage.

“Our customers demand a rapid response and quality service levels. We had to be sure that the 3PL we selected would be able and willing to react quickly to orders and changing delivery schedules. If an order or a delivery arrives late, we won't get many, if any, more chances so you need to have complete faith and trust in your 3PL.”

John Prest, RCS Customer, Sistema .



environment control

- The link between vehicle mileage, fuel spend and emissions is obvious. We also can have access to daily MPG and CO2 emission based reporting that is useful for long-term trend measurement.

For example; provided below is generated from our telematics-reporting suite that is communicated around the business focussing on engine idling, as a percentage of total vehicle working time:

Dec 5.65%

Jan 5.25% (7% reduction on previous month)

Feb 4.82% (8% reduction on previous month)

We are also able to use this data across the fleet, contract or individual driver to help us educate all areas of our business and continue to promote our Green Agenda.

- The resulting reduction in our emissions has also provided us with the confidence and ability to launch a three-way collaboration with the University of Northampton and the Northampton Enterprise Limited to reduce our total company carbon footprint focusing on wastage across the whole organisation.

customer service

- Telematics forms a fundamental component of our ISO:9001 accreditation as is the primary measure we use to measure customer satisfaction in terms of on-time deliveries.
- All of our customer service staff have access to the system. We also have Fleetstar-Online running throughout the day on a large screen in our control centre where anyone in our traffic team can clearly see live locations and monitor delivery progress.
- This information can be proactively communicated to our customers in the event of a delay (no matter how short) or progress against plan
- We are able to utilise a “find my nearest” feature to allocate vehicles reactively to unforeseen collections and deliveries enabling more dynamic use of our fleet.

“The company adheres closely to those familybusiness principles which customers truly appreciate, yet is forward thinking and fully equipped with the latest technology such as real-time tracking devices. I am happy to recommend RCS to all our members and contacts who have interests in the logistics industry.”

Philip Levy, Int. of Transport Management.



board-level and senior management

- The overarching business support provided by telematics is a fundamental strategic management tool. In terms of our objectives, we look at the use of the data to provide us with the 24/7 business overview we require.

Strategically; we look at telematics as an enabling technology that provides us with opportunities to provide:

- A lower cost-base than our competitors
 - Streamline our business process
 - Protect our resources
 - Manage a number of customer orientated KPI's (around delivery and service levels)
 - Measure, Act and Review company strategic initiatives
 - Provide a safe working environment for our employees
-
- The real-time vision and management reporting information allows us to make better investment choices.
 - As a senior team, we would reiterate the examples provided from the many aspects of our business with regard to telematics touch-points.



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the technology—powered by Cybit

Fleetstar-Online is Cybit's industry leading, scalable suite of Internet-based Mobile Resource Management (MRM) and vehicle tracking tools. The high quality data relating vehicle and job performance is captured in conjunction with location information, reported and analysed through Fleetstar. This allows meaningful business decisions to be made using up to the minute information on operational performance.

Powerful reporting capabilities facilitate effective management of operational costs and productivity; support strategic initiatives around Carbon footprint; and increase compliance with legislation including Duty of Care and Health and Safety. The strategic importance of Fleetstar-generated information extends beyond vehicle tracking into the heart of the enterprise: Fleet derived information can be directly integrated into a range of business systems to improve the efficiency of the entire organisation. Fleetstar provides the business-critical information that organisations need to execute a clear and rapid path to return on investment.

For more information visit www.cybit.co.uk.

RCS technology real-world use examples

example operational control

- Real-time fleet visibility
- Access to route, traffic and road speed
- Dynamic allocation of resources
- Daily activity reports emailed to relevant team members
- Accessible to all team members

1. live vehicles information

What they are doing and where they are headed.

2. live traffic and road data

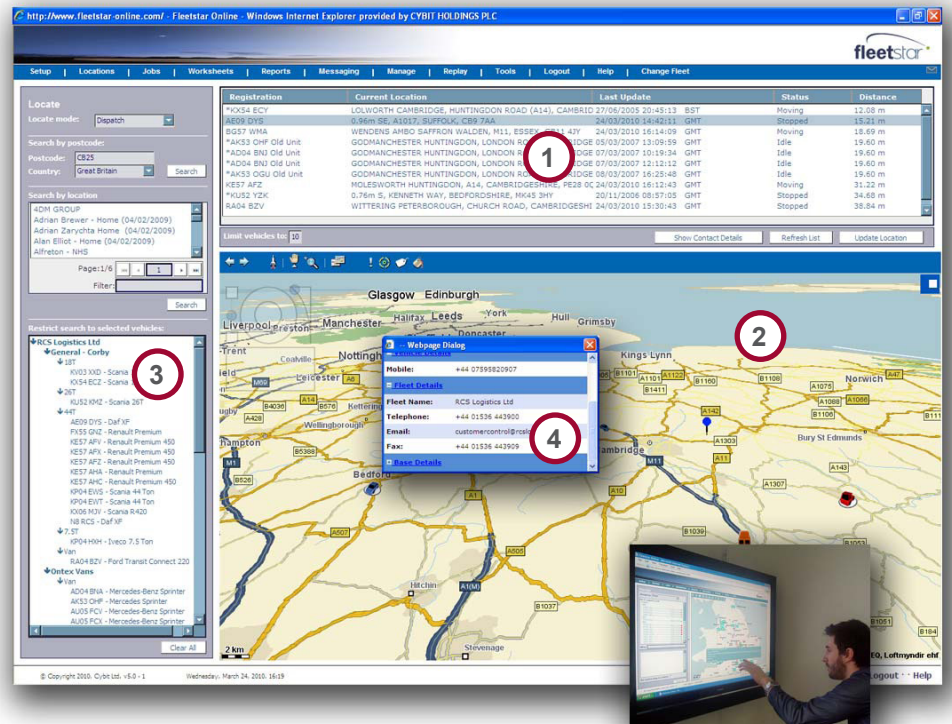
Ability to dynamically allocate vehicles based on location and job.

3. vehicle search

Manage and dispatch ability by job, contract or operating division.

4. vehicle data and reporting

Available via One-Click from One Screen.



The screenshot displays the Fleetstar online interface. At the top, there is a navigation menu with options like Setup, Locations, Jobs, Worksheets, Reports, Messaging, Manage, Replay, Tools, Logout, Help, and Change Fleet. Below the menu, there are search filters for 'Locate mode' (set to Dispatch), 'Postcode' (set to CB25), and 'Country' (set to Great Britain). A table titled 'Registration Current Location Last Update Status Distance' lists various vehicles and their details. A map of the UK shows the current locations of these vehicles. A 'Webpage Dialog' window is open, displaying contact details for RCS Logistics Ltd, including phone, fax, and email. A list of vehicles is shown on the left side of the interface.

Registration	Current Location	Last Update	Status	Distance	
TKX4 ECT	LOLWORTH CAMBRIDGE, HUNTINGDOON ROAD (A14), CAMBRID	27/05/2009 20:45:13	BST	Moving	12.56 m
BE09 DYS	0.96m SE, A1017, SUFFOLK, CB9 7AA	24/03/2010 14:42:11	GHT	Stopped	15.21 m
B057 WMA	WENDENS AMBO SAFFRON WALDEN, M11, ESSEX	24/03/2010 16:14:09	GMT	Moving	18.49 m
*KX53 CHP Old Unit	GODMANCHESTER HUNTINGDOON, LONDON R	EDGE 08/03/2007 13:09:59	GHT	Idle	19.40 m
*AD04 BNI Old Unit	GODMANCHESTER HUNTINGDOON, LONDON R	EDGE 07/03/2007 10:19:34	GHT	Idle	19.40 m
*AD04 BNI Old Unit	GODMANCHESTER HUNTINGDOON, LONDON R	EDGE 07/03/2007 12:12:12	GHT	Idle	19.40 m
*KX53 OGU Old Unit	GODMANCHESTER HUNTINGDOON, LONDON R	EDGE 08/03/2007 16:25:48	GHT	Idle	19.40 m
KE57 AFZ	MOLESWORTH HUNTINGDOON, A14, CAMBRIDGE	PE28 0C 24/03/2010 16:12:43	GHT	Moving	31.22 m
*HU52 YZK	0.76m S, KENNETH WAY, BEDFORDSHIRE, MK45 3HT	20/11/2008 08:57:05	GHT	Stopped	34.48 m
RA04 SZV	WITTERING PETERSBOROUGH, CHURCH ROAD, CAMBRIDGE	24/03/2010 13:30:43	GHT	Stopped	38.84 m

example management-level reporting

- Averages over extended periods
- One-Click XML drill down function to individual drivers or routes
- Easy comparison over contracts or vehicle types
- Available on-demand and emailed to relevant team members

1. contract comparisons

- Enables benchmarking
- Review of below par performance
- Reviews mileage and distances driven

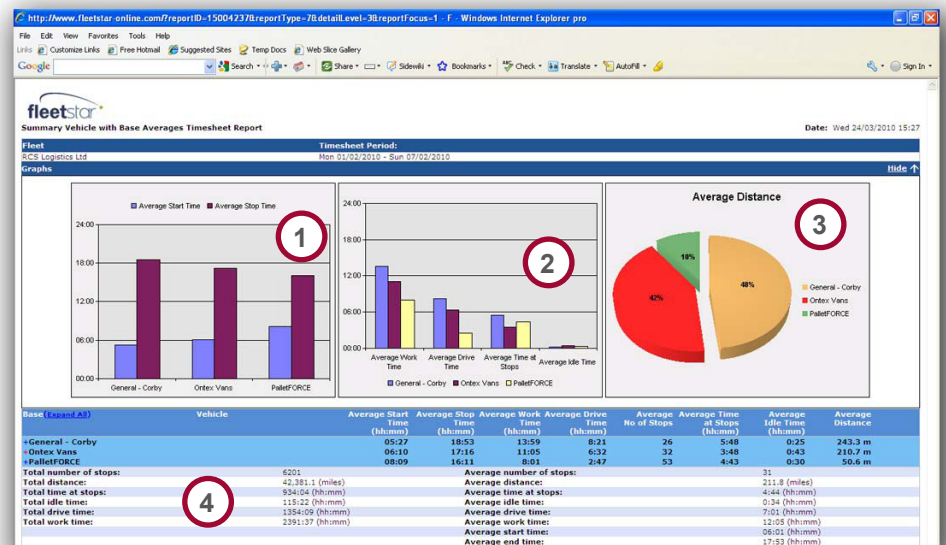
2. comparison of vehicle utilisation

3. average distances

- Driven Per Fleet
- Operating Division

4. summary data for the measured period including:

- Distance
- Stops Made
- Vehicle Utilisation
- Time
- Driving
- Average Idling
- Periods





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