



SipWell Case Study

SipWell sets new customer service standards with Roadnet Transportation Suite®

Sipwell, headquartered in Londerzeel, Belgium, is a leading company for home delivery of Big Water bottles, premium coffee products, and modern water coolers with cold, sparkling and hot water. They serve around 30,000 private and business customers all over Belgium and neighboring countries, while emphasizing perfect service and logistics efficiency.

“We knew that with an advanced routing software, fully integrated into our business process, we could optimize the whole distribution operation and improve our customer service” said Ben Van Aken , IT Project Manager

With constant customer growth, and owned fleet, they were looking for a software solution, which will allow them to optimize the delivery efficiency and balance the routes.

Sipwell already implemented a routing solution before, but now were looking for a complete package, which will allow them to optimize the end-to-end operation: Strategic planning, Daily Routing and plan execution follow up.

They found what they were looking for in Roadnet Transportation Suite®. The interface operations and routing were executed much faster, with less effort and better results.

Omnitracs Roadnet® and Territory Planner® assisted SipWell to plan routes and communicate the delivery changes to the customers. With solid strategic plan implemented, daily routes load is leveled among the weekdays, and customers know exactly when to expect their delivery. On top of the strategic plan, if some imbalance exists on a specific days, it's treated on daily basis, using Roadnet routing capabilities.

In addition, the TP strategical plan allows Sipwell efficiently distribute their resources among the various distribution centers according to the expected load of orders, without adding new ones. During the strategical phase process, they also reduced the permanent daily routes quantity by above of 5%.

With creative approach and ingenious advanced use of the system capabilities, SipWell now able to periodically update the strategy plan to implement customer changes into the big plan.

The integration of all of the systems' modules allows Sipwell to adjust their day-to-day operation to the continuously changing and growing demand quickly and efficiently.

The strategical and tactical plans kept up to date and precise, thanks to the daily operation of the Mobile Cast Phone app. Drivers passively report stats on every stop performed, which allows route visibility, and updating the historical service data, which is later used to improve the planning accuracy.

“Roadnet gave us better overall distribution solution and improved the visibility of the process” said Nick Deschacht, BU Manager
“All business functions uses it everyday, so the Roadnet is definitely integrated into our process.”

About Rasner Logistic Software

A leading logistic software provider and trusted partner of Omnitrac LLC. Rasner Logistic Software is helping companies accelerate their business performance through consulting and the use of Supply Chain Optimization Software. We are business-focused and technology-enabled. With over 20 years of experience and hundreds of projects, in Europe, Asia & the Middle East, we support our clients efforts to succeed.

About Omnitrac, LLC

Omnitrac, LLC is a global pioneer of trucking solutions for all business models. Omnitrac's more than 1,000 employees deliver SaaS solutions to help more than 12,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics thirty years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitrac transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.