

Efficient logistics planning with PTV Map&Market

Intelligent geomangement for complex tasks

The business field Consulting at Rudolph Holding GmbH provides its customers with professional logistics consulting services. The major task, apart from consulting, is the generation of professional quotes for comprehensive tender documents. This comprises the development of a customised logistics concept, the process-oriented calculation of performances and a clear visualisation and presentation of the solution.

“Since May 2001 we have applied PTV Map&Market.”, says Dr. Rüdiger Lublow, head of the business field Consulting and continues: “In the past we used to plan many steps manually only supported by a map, a simple route planning system and standard chart calculations – a time-consuming procedure.

User: **Rudolph Holding GmbH**, Baunatal, manages all companies of the Rudolph Logistik Group providing complex contract logistics solutions for the automotive and consumer industries as well as for E-business and strategic planning as business partner for the development of logistics systems.

Task: Supporting the generation of quotes for comprehensive tender documents, especially for the creation of new concepts and process-oriented calculation of performances.

Solution: The geomangement system PTV Map&Market.

Professional planning and visualisation

The consultants mainly use the geomangement system for planning locations and simulating different scenarios as well as for visualising the flow of goods and transport volumes. „Different colours indicate the distribution areas. This feature and the fact that areas are classified according to weights or shipments make the tool so unique. These results are much more informative than charts. Planning and results also become more comprehensible on the map.”

PTV Map&Market professional suggests how many locations should be generated and where they should be. It automatically creates areas around the locations according to pre-defined parameters. The distance matrix helps the consultant to precisely estimate the costs for location and distribution planning: Distance calculations are available from the location to any depot or customer indicating direct or actually driven kilometres as well as driving time and costs.

And what about the skill adaptation training? Mike Vetter, a colleague of Dr. Lublow, comments: “After a one-day-training it was only a question of ‘learning by doing’ to apply PTV Map&Market – an easy task with the new tool. Of course, prior experiences also count, but the user interface of PTV Map&Market is clear and simple. PTV also provides excellent technical support.”



Positive feedback with geomangement à la PTV

„For distribution planning we took advantage of the fact that PTV Map&Market takes driven kilometres and driving times into account. These aspects are very important for forwarding agencies. They need to know the best route based on street kilometres and not based on direct distances which are, in this case, useless. PTV is indeed a great step ahead. I am not aware of any alternative system with regard to detailed road networks and powerful functionalities,” explains Dr. Lublow. “By the way, trips are planned with PTV Intertour at PTV. This partnership enables us to obtain external technical expertise on trip planning at low cost.

He is very pleased with the system: “PTV Map&Market meets all our expectations. The investment certainly paid off quickly: It’s the most efficient way for us to generate fast and accurate quotes. The major advantage is that our customers appreciate the quality of our results.” He smiles and alludes to Rudolph Logistik’s philosophy: “PTV Map&Market helps our customers and us to ‘achieve anything and everything’.”