

The fish manufacturer Deutsche See relies on T-Mobile and PTV NaviService

Deutsche See is the market leader in Germany for fish and sea food. The company, which is based on tradition, produces specialities in fresh fish, smoked fish, exclusive fish and frozen foods as well as delicatessen. Deutsche See uses a complete logistics network to supply over 35,000 customers in retail and gastronomy, including the well-known German Nordsee fish restaurants.

User: **Deutsche See GmbH & Co. KG**, headquarters in Bremerhaven, produces fish and frozen specialities as well as delicatessen; four production locations, over 20 national branches, around 1,700 employees.

Task: Transfer of order data to the driver's hand-held device and navigation to the 10-20 stops on the trip.

Solution: MDAs with PTV NaviService, the online navigation service, data is exchanged using the T-Mobile network.

Mobile and reliable hand-held systems

In November 2003 Deutsche See took over the delicatessen market BEECK in Hamburg, a manufacturer of fresh salad antipasti and fish specialities. In order to integrate the new brands into their own logistics process Deutsche See added a number of small delivery vans to their transport fleet.

The subsidiaries generated their transport orders for the vehicles directly from the ERP system and transferred these files using USB interface to the drivers' hand-held devices. In addition a navigation system simplified finding the 10 to 20 stops per trip for the drivers.

There was room for improving communication in the sales field. The employees were also expected to read and complete their e-mails and calendar entries while on the road.

Reliably directed to the customer

This is the solution for Deutsche See: since Summer 2004 the van drivers have been using MDAs with the online navigation service PTV NaviService from the T-Mobile system solution partner PTV AG. The trip lists created in the subsidiaries by Deutsche See using the ERP system are transferred to the mobile

devices using the docking station. PTV NaviService directs the driver along the best route to the fresh food customers, such as gastronomies and retailers. The route calculation is performed on PTV servers, the data is exchanged with the MDAs using the T-Mobile network.

This network is also used by the sales force to access their e-mails and appointments with the help of an MDA compact device. The software mNotes ensures the integration of devices into the Lotus Notes communication solution used by Deutsche See.



This solution provides several advantages: the delivery service is improved because the drivers are reliably navigated to their trip destinations. The sales force works on-the-road using current information and can act quickly. E-mails from business partners can be immediately replied to. The T-Mobile network ensures reliable and low-cost data transfer.