

TruckStops takes Miller into high gear

Miller Distributing of Fort Worth (MFW) was looking to boost its flexibility. The outfit distributes 5-million cases of beer a year using a variety of routes—including 23 presale delivery routes, two bulk routes and seven driver-sell routes—to service the highly populated metropolitan area of Tarrant County, TX. The wholesaler's manual routing system was proving insufficient to handle the demands of its busy schedule. "Manually, you can't be very efficient or consider the 'what ifs,'" explains John Coy, vice president of finance for MFW.

To offer the most efficient operations and service, Miller Distributing implemented the *TruckStops* routing and scheduling system from MicroAnalytics of Arlington, VA. The most useful feature of the program for MFW is *TruckStops*' "special codes" capability. Coy notes, "*TruckStops* is a fairly straight-forward and intuitive program... Special codes allow me to prioritize grocery stores with their various time windows—they all want delivery before noon."

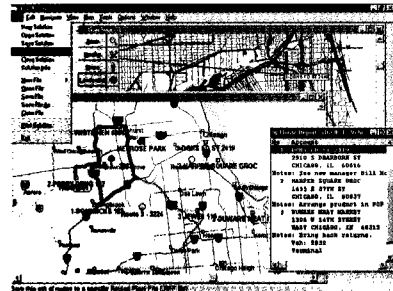
TruckStops can be used either dynamically, for scheduling vehicles on routes that change daily, or strategically, for planning and updating fixed delivery routes. MFW's routes are static, changing only when new customers are added. "Being a wholesaler, we want

to make sure that the same driver is there every day... It's better from my customer service standpoint to keep the same person in there on a regular basis," describes Coy. Now the company can minimize the number of routes necessary to handle its volume and is able to plan for future volume expansion.

The route program saves Miller Distributing approximately \$50,000 annually. "I think the cost savings are tremendous. I know it allows us to offer a higher level of service because our people are spending less time behind the windshield of their truck and more time in a store," says Coy.

—Irene Cherkassky

For more information on MicroAnalytics, contact Julia White. Tel: 703/841-0414. Fax: 703/527-1693. Internet: <www.bestroutes.com>



MicroAnalytics' *TruckStops* routing and scheduling system allows Miller Distributing to prioritize customers.



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