ZEBRA

Zebra Refreshes Mainfreight Mobile Device Fleet Across ANZ

GLOBAL LOGISTICS PROVIDER ENHANCES OPERATIONAL EFFICIENCY AND CUSTOMER EXPERIENCE WITH EQUIPMENT REFRESH

From humble beginnings in Auckland, New Zealand in 1978, Mainfreight has grown into a leading logistics provider with operations all over the world.

Since it was listed on the New Zealand stock exchange in 1996, the company's global footprint has continued to grow with a number of strategic acquisitions.

Today Mainfreight has more than 6,000 employees working out of 242 branches in 20 countries across Australasia, China, Europe and the United States.

Challenge

The company prides itself on its 'anything is possible' attitude and a commitment to delivering consignments on time and damage

free. But managing logistics and distribution on such a large scale is a complicated business. It requires speed and accuracy, especially when dealing with such a high volume of consignments.

To honour its promises, Mainfreight utilises technology to provide employees with insights on-the-go and a positive experience for its customers.

An early adopter of handhelds, Mainfreight has been capturing and recording milestones in its delivery processes for many years.

Mainfreight wanted to refresh equipment across Australia and New Zealand to make these vital operational tasks even faster, more accurate and easier for its drivers and storemen. It wanted to enhance its operational

SUMMARY

Customer
Mainfreight

Industry
Transport and Logisitcs

Challenge
Upgrading device fleet to improve business critical processes and further increase functionality

Solution
- TC75 Rugged Android Touch Computer

Results
- Capturing delivery progress data for customers improves Mainfreight's service and offering.
- Ability to locate drivers and track their progress has led to dispatch efficiencies.
- Devices used to effectively share employee messaging and accurately pay drivers.
- Large swipe screen makes it easy to use and quick for new drivers to learn.

efficiency in the processing, delivery and collection cycle and provide an enhanced experience to customers too.

A pioneer of enterprise mobility, Mainfreight have been using handheld devices from Zebra Technologies since 1992, remote data updates from the cab since 1993, and introduced wireless coverage in 2006.

"We've been using these devices and capturing data for some time," explains Kevin Drinkwater, Chief Information Officer, Mainfreight. "Our drivers use mobile computers to record pickups and delivery, the date, time, driver details, location of driver and any special information, including taking photographs, needed when making the pickup or delivery.

"We also use the devices for notifying drivers of pickup jobs they have been allocated and drivers confirm their arrival at the customer's site. Storemen use the handhelds for capturing information when unloading intercity, linehaul units.

"The data is used for track and trace, internally and externally and to pay drivers. It also enables us to provide historical reporting on delivery performance to our customers. We also track our driver locations using the GPS functionality in the scanners."

Solution

Mainfreight opted to roll out 1,500 of Zebra Technologies' TC75 Enterprise Mobile Computers to staff in Australia and New Zealand as part of a $3 million investment.

Built on Zebra's durable TC70 platform, the newest enterprise-grade Android device delivers an advanced mobile computing solution with multi-carrier 4G LTE capabilities for constant connectivity.

"The TC75 mobile computer is a significant step up on our existing equipment, and puts us above and beyond our competitor's capabilities."

The TC75 can capture barcodes in virtually any condition thanks to Zebra's proprietary PRZM Intelligent Imaging technology. Its 8 mega-pixel camera enables the easy capture of high-resolution photos and signatures.

Tested and proven to operate reliably after multiple 8 ft. drops to concrete and 2,000 consecutive 1m tumbles in a punishing durability test.

"The flexibility and functionality is very powerful; the devices can handle applications that have been tailor made for Mainfreight, which means we can provide customers with an even better experience. It will also enable us to introduce future functionality that is even further beyond what we can deliver today."

Kevin Drinkwater, CIO Mainfreight

The device is fully dust-tight and IP67 certified and can survive complete immersion in water. The Corning Gorilla Glass touch panel and scanner exit window bring a new level of durability to two of the most vulnerable components.

In the familiar design of a consumer smartphone, the TC75 is nonetheless very rugged and ready for the demands of Mainfreight's operations.

Results

"The refresh gives us better connectivity to wireless and cellular networks," explains Kevin. "The handhelds take better photographs, are faster processing all functions and have a larger memory.

"Drivers are already used to consumer pad and phone swiping and having scanners that do the same works better for young and older drivers alike.

"Every one of these features makes the whole process function better."

TC75 Rugged Android Touch Computer helps to maximise efficiency and better serve customers

- Rugged and ready for all-day every-day use out in the field with new levels of durability to two of the most vulnerable components on any handheld device.

- World-class data capture so workers can capture more types of business intelligence to streamline more business processes.

- Next-generation industrial browser to migrate legacy web-based apps or easily create new apps with modern, highly-graphical and intuitive user interfaces.

"Our scanning rates for both pickups and deliveries have risen significantly since we introduced the new scanners. We're now very close to 100 per cent versus just under 90 per cent immediately before.

"Having this information coming in from the devices across our business means we and our customers are working with extremely current, up-to-date information. It's also really easy for new drivers to start using. Device training does seem to take less time."

Conclusion

"The TC75 mobile computer is a significant step up on our existing equipment, and puts us above and beyond our competitor's capabilities," adds Kevin.

"The flexibility and functionality is very powerful; the devices can handle applications that have been tailor made for Mainfreight which means we can provide customers with an even better experience.

"We see that these new scanners will provide us a long-term platform to introduce future functionality which will result in significant improvements in customer service as well as improved efficiency."

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