

Maxoptra Crops Mileage and Delivery Costs for Farm Supplier Zantra



Agricultural merchant Zantra is implementing Maxoptra's dynamic route planning and scheduling software to manage deliveries of its crop protection solutions. One of the largest independently owned agrochemical merchants in the UK, Zantra will use Maxoptra to optimise routes in order to reduce unnecessary mileage, control costs and minimise the environmental impact of its transport operations.

Integrated with the company's TomTom vehicle tracking solution for real time updates, Zantra believes Maxoptra Delivery will safeguard the company's reputation for fast and efficient customer service, and help deliver further improvements.

"Put simply, if we fail to deliver the best advice and product selection, on time and in full, then we fail to deliver what our customers – and their crops – require," commented Russell West, Logistics Manager at Zantra. "By introducing Maxoptra vehicle routing and scheduling, we can ensure our regional depots are fully stocked with the right products at the right time, and our delivery fleet is utilised to its maximum potential."

Prior to the introduction of the map-based platform, Zantra manually planned both depot and customer deliveries. Using orders exported from the company's Customer Relationship Management software, Microsoft Dynamics 365, Zantra will now automatically schedule up to 200 deliveries a day in accordance with customers' specific requirements.

<https://www.gim-international.com/content/news/maxoptra-crops-mileage-and-delivery-costs-for-farm-supplier-zantra>
