

METRODOT

DISTRIBUTION ONLINE TRACKING



MetroDOT is a control tool to guarantee deliveries of each newspaper drop providing a real time “proof of service”, as well as information needed to generate next days operation plan. The Software is developed by Metro International logistics department, and consist of 2 modules known as Metrodot Promoter & Metrodot Trucking.

METRO SUPPLY CHAIN CHALLENGES



PRINTER

23:00 / 6:00



LOADING



TRUCKING

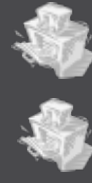


TRUCKING

2:00 / 6:00



SUPERVISORS



DROPS

5:00 / 7:00



CREW

5:00 / 10:00

Have they printed our copies?

What time did they finish printing?

Did all the bundles get loaded?

Did all the vehicles turn up?

Did all the trucks turn up?

Where they late/early?

When did the vans start delivering?

Did they really deliver to EVERY point?

Did all the supervisors turn up?

Were ALL drops delivered?

BUSINESS PROCESS AREAS that needs covering

SUPPLY

Allocation of Supplies

TRANSPORT

Guaranteed delivery by Transport to ALL points

PROMOTERS

All promoters turning up And dressed correctly

PRINTERS

Press orders, dispatch reports

COMMUNICATION

All communication to printers, transport etc. done automatically

DRAW ALLOCATION

Support software for quantities to place

RACKS/UNIFORM

Track where they are, what is spare, what are global deals

RETURNS

Reduction with better allocation

KPIs

Track pick up, returns rates, resources used etc... at the touch of a button over any period

BUDGETS

Measure every detail of cost against budget

PAPER

Know what's in the warehouse and when

CONTRACTS

Tracking of all contracts and using best templates

2 MODULE SYSTEM

METRODOT PROMOTER

A software application used to verify that Promoters are present at their assigned location, in uniform, and have received the correct number of newspapers. MetroDOT Promoter consists of a web based application module used by the site Manager and a mobile phone based application used by one or more Supervisors to record information about the Promoters for which they are responsible. The web based application module provides functionality to manage Supervisors and Promoters. Promoters can be grouped together into a Supervisor Route, which is then available for download to the Supervisors mobile phone. The mobile phone application used by each Supervisor provides functionality to download a list of Promoters. Information collected by the Supervisor including images and video is uploaded to the web based application. Information uploaded by a Supervisor can be viewed using the web application by the site Manager. The web application provides functionality to view information submitted during the current working day as well as up to 3 months of historical information.

METRODOT TRUCKING

A software application used to record the number of newspapers delivered to and collected at each location. MetroDOT Trucking consists of a web based application module used by the site Manager, a mobile phone based application used by the Print Site Manager and a mobile phone based application used by each Driver. The web based application module provides functionality to manage Print Sites, Drivers and Boxes. Boxes can be grouped together into Driver Routes, which are then used to build a Delivery Plan. Once a Delivery Plan has been built the Routes are then available for download to a Drivers mobile phone. The mobile phone application used by the Print Site Manager provides functionality to record the number of copies collected by a Driver as well as the date and time, which the Driver departed. The mobile phone application is able to identify each Driver using an RFID key fob automatically or, when unavailable, the Print Site manager can select a Driver manually. The mobile phone application used by each Driver provides functionality to record the number of copies collected at the Print Site, display a list of delivery locations and record the number of copies dropped off and collected at each location. When an RFID tag has been attached to a location the mobile phone application can scan the tag and display to relevant information immediately to the Driver. Information uploaded by a Print Site Manager or Driver can be viewed using the web application by the site Manager. The web application provides functionality to view information submitted during the current working day as well as up to 3 months of historical information.

A TWO WAY COMMUNICATION CHANNEL

1: FROM OFFICE TO FIELD

All reports are send digitally in real time to all field partners

2: FROM FIELD TO OFFICE

All reports are send digitally in real time to all field partners

Print run + Pagination + Loading information



PRINTER

Print run + Pagination + Loading form + driver time



LOADING DOCK



Drivers ID, loading time, quantity loaded, comments

Truck load + route + quantity per drop + delivery time + drop sequences + comment



DRIVERS



Drivers ID, drop quantity, time of delivery, return collection, comments, box maintenance

Truck load + route + quantity per drop + delivery time + drop sequences + comment



SUPERVISORS



Supervisor ID, time of check, quantity at time of check, uniform + presence, Picture/video, comments, competition

All reports to all subcontractors back office



PARTNERS

METRODOT



Financial control, pick up reports, draw allocation, resources, historical comparison, etc...

METRODOT BENEFITS & ADDING VALUE

Administration

- Digital reports: Subcontractors do not need anymore to collect field data from paper to excel
- Analysis reports: Results are automatically analysed for better understanding
- Historical data: All data is kept on web server – easier search
- Draw allocation: net pick up is shown with history – quick settings of next day draw
- Route sheets: Route sheets are created and sent on PDA's and mail automatically
- Financial control: Immediate calculation of paper consumption, number of drops/vans/promoters...
- Status report: Review at anytime distribution operation situation (% of completion)
- Field report: Collect any given info needed (competition included)
- Reduce back office work: simplified process on all route sheet preparation

Quality

- Tracking: follow all resources work in real time.
- Exception reports: Automatic reports on wrong doings
- Timing: All reports can be worked until last minute as sent on PDAs

Time
-25 %

REDUCED WORK HOURS

- ⊛ No submission from field to office
- ⊛ No transcript from field reports to office
- ⊛ Condensed report analysis
- ⊛ Automated next Schedules
- ⊛ Submission via mobile from office to field

Cost
-15 %

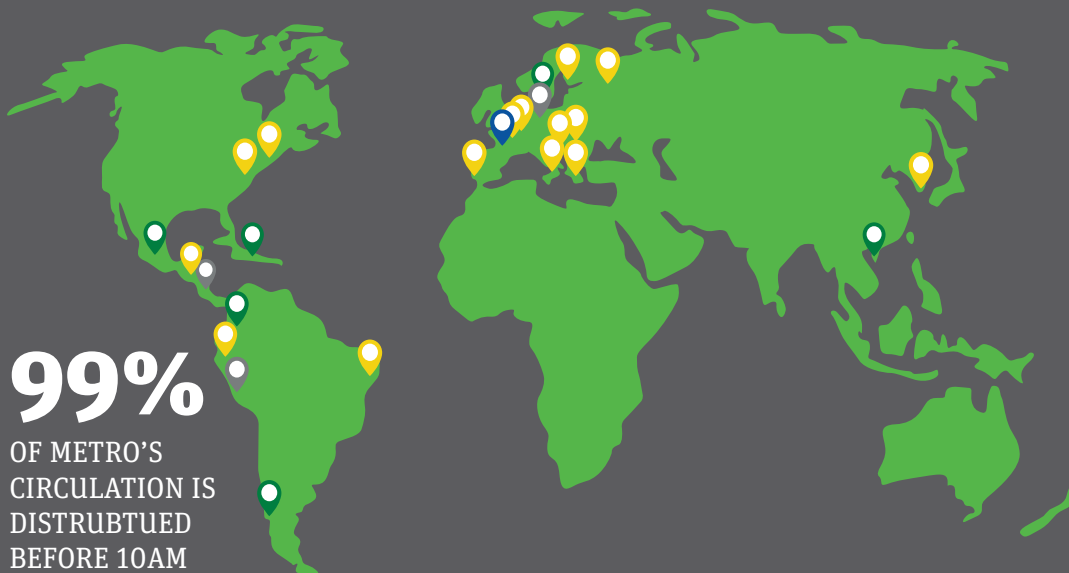
REDUCED OPERATIONAL COSTS

- ⊛ No submission from field to office
- ⊛ No transcript from field reports to office
- ⊛ Condensed report analysis
- ⊛ Automated next Schedules
- Submission via mobile from office to field

The preferable source of morning news for Metropolitans worldwide.

Every morning, in over 150 major cities across the world, million of Metropolitans take to the streets, buses and trains on their daily commute. They are young, well educated trend-setters, with healthy media appetites.

From New York to Paris or Hong Kong to Mexico, Metro has come to know its local urban readers well and has refined its offering to deliver exactly the content they want. Such excellent local market knowledge can provide invaluable insights to advertisers looking to reach this demanding audience.



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- PERU
- PUERTO RICO



18.4m

Daily readers



15

Languages



8.3m

Daily circulation



24

Countries



73

Editions



150

Cities





Thanks

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