

### **RouteSmart's Outsourcing Option Provides Big Results at Low Cost for Small Daily Newspaper**

#### **Difficult Routes, Late Papers**

"I'm a huge believer in the RouteSmart product," says Gary Greider, who heads delivery services for the Lodi News-Sentinel, a small California-based daily newspaper. "Their outsourcing services are a great solution for smaller companies that can't afford to purchase the system. And it's much cheaper than hiring someone to sequence our routes."

Not long ago, Gary Greider was singing a whole different song. After losing his Home Delivery manager, Gary was left to take care of all the paper's delivery problems on his own. Over the years, the paper's rural routes had grown substantially, making them difficult to deliver logically. Some of the addresses were so rural that the regular drivers used trees as landmarks to find the houses. When route drivers had emergencies such as illnesses, breakdowns, or accidents, it took a substantial amount of time for a substitute person—usually management staff—to gear up for the route. And while the routes took the regular drivers several hours, it took the replacements even longer, which adversely affected the 6:30 a.m. delivery deadline.

In the past, Lodi News-Sentinel tried to map the routes themselves, but could not put together routes that were logical enough to repeat. Covering the routes in emergency situations was becoming more and more cumbersome. With just 18,000 subscribers, purchasing a routing solution was necessary, but not cost effective.

#### **A Simple Solution for On-Time Performance**

"When I saw RouteSmart demonstrated at a convention, I immediately understood the vitality and viability of the system, but I was unable to afford it," explains Greider. "So instead, we chose to outsource the mapping of our motor routes to RouteSmart."

RouteSmart, based on ESRI's high-powered GIS technology platform, is a robust route optimization system, backed by people who understand the unique route planning issues of the newspaper industry.

Lodi News-Sentinel gave RouteSmart addresses for 14 routes—equivalent to about 10,000 subscribers. Using Tele Atlas data to achieve a high geocoding match rate and provide an accurate routing base, RouteSmart created the most efficient route sequences for the newspaper. Then, they produced 7-day throw lists for each route, with turn-by-turn directions. RouteSmart also produced Excel spreadsheets that listed the account number, route, and sequence for every subscriber by route, so that Lodi News-Sentinel could easily update their subscriber data with the new sequences.

Because Lodi News-Sentinel pays their drivers by the number of papers delivered, RouteSmart also gave them a delivery cost report that detailed the total cost for each route.

#### **Big Savings, Smooth Delivery**

Now, Lodi News-Sentinel can effortlessly deliver to their subscribers and comfortably make their delivery deadlines. "The system is so easy that virtually anyone can deliver," reports Greider. "Before, covering a motor route was very hard—we needed someone very familiar with delivery. But now, a novice can do it."

"RouteSmart is a godsend to newspapers," says Greider. "They've been in the industry for over 15 years and really understand it. For small-circulation papers, it's a lifesaver."

## CLIENT PROFILE



Greider adds, "As a customer, outsourcing was a very logical solution for us. It gave us the opportunity to map our motor routes at a very low cost. RouteSmart was extremely timely in processing our addresses and gave us "how-to" instructions. They made everything very easy."

In addition to saving a tremendous amount of time, the RouteSmart solution has also generated big savings for the newspaper. Prior to the route sequencing, Lodi News-Sentinel had to take the drivers' word about their mileage. But because RouteSmart gives them the delivery time and miles, the newspaper can now analyze pay rates more effectively. "This ability gives us a baseline for negotiating rates with our independent contractors, which translates into tremendous savings," concludes Greider.