Sainsbury's

Case Study

Overview

Since 2017, Sainsbury's, one of the UK's largest food retailers, has partnered with Microlise to optimise its transport operations. This partnership involves managing a fleet of over 2,000 heavy goods vehicles and 3,000 trailers, distributing products nationwide to over 1,800 locations.

The Challenge

Following Sainsbury's acquisition of Argos in 2017, integrating Argos' transport system into Sainsbury's was essential for streamlined operations and full fleet visibility. The key objectives included unifying data from two Microlise systems with different structures, simplifying data mapping for over 300 shared location IDs and coordinating contract management for improved efficiency.

The solution was to consolidate the platforms into a single integrated system. Key steps included migrating Argos operations onto Sainsbury's existing platform to ensure seamless integration and unified workflows. Each Argos depot was migrated in stages, with thorough briefings for system users, ensuring a smooth transition.

Technological upgrades were implemented, extending the partnership with Microlise to include Remote Tachograph Download capability across the fleet and upgrading to the latest DriveTab devices, demonstrating a commitment to innovation.

Sainsbury's Tech and Business teams collaborated closely with Microlise, leveraging their technical project management expertise and Microlise's deep system knowledge. A new, consolidated workflow was defined to enhance the unified Group Transport solution.
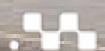
The Result

The integration led to streamlined driver coaching and safety settings, improving overall functionality and control. Communication and estimated arrival times were improved, displayed in a single mobile application, empowering stores to plan labour more efficiently.

The consolidation of separate contracts resulted in significant cost savings and operational synergies. Simplified systems enhanced efficiency and reduced complexity, while enhanced reporting capabilities provided better insights into transport operations, facilitating data-driven decision-making.

Customer Success

Microlise's Customer Success team played a pivotal role, reintroducing the Driver Excellence initiative and providing comprehensive data analysis to establish A to G grades. They also enhanced Journey Management information through thorough system data health analyses, supporting sustained success and operational excellence.

Summary

The successful integration of Sainsbury's and Argos transport systems is a testament to strong collaboration and partnership, helping ensure Sainsbury's is well-positioned for future success by driving innovation and efficiencies in its transport operations.