

Sustainability strategy

FORWARD-LOOKING TECHNOLOGY IS PART OF A WINNING STRATEGY FOR SUSTAINABLE MAIL OPERATIONS. FLEXIBLE SOFTWARE CONTRIBUTES TO IMPROVING PRODUCTIVITY AND EFFICIENCY AT CANADA POST

Weathering the changing postal climate calls for proactive measures to ensure high-quality service and long-term success. Restructuring mail delivery is part of an overall Postal Transformation programme launched in 2007 by Canada Post, with the help of GeoRoute software. The postal organisation is in the process of upgrading its route optimisation and management software to achieve increased efficiency and improved customer services.

Postal Transformation is a five-year initiative at Canada Post designed to increase efficiency and deliver improved services across the organisation's national network. This wide-reaching project includes major investments in new equipment and plants, as well as implementation of new processes and technology.

The process of improving route measurement systems and procedures began prior to implementation of the Postal Transformation programme. In the early 2000s Canada Post began to look at tools to restructure how data was captured and developed an integrated route measurement application to support the preparation, volume count and assessment phases.

Challenge At the time of restructuring, Canada Post's route planning and measurement applications had become outdated, with parts and service for the failing technology no longer being available. The organisation needed a customisable, off-the-shelf route management and optimisation application.

GeoRoute proved to be what the organisation was looking for because it provided the necessary optimisation and flexibility for continuous improvements. Developed by Montreal-based GIRO, GeoRoute is known for its powerful

reporting features, which enable users to compare and analyse an organisation's structure – including depots – using key performance indicators.

Although Canada Post purchased the software prior to launching its wide-reaching Postal Transformation initiative, the organisation was able to customise the basic application when upgrading to GeoRoute 2008.

“Since upgrading in 2009 we have fully integrated our addressing systems and databases, street network management, volume count and assessment applications,

route management and optimisation applications, and pay system interfaces,” says David Brassard, Canada Post's manager of route optimisation.

The software's integration capabilities are the result of GIRO's extensive experience working with some of the world's largest postal organisations in the past 20 years.

“In addition to dedicating considerable time and resources to R&D efforts, we maintain ongoing collaboration with clients to be able to deliver a complete and integrated set of tools that satisfies a wide range of diverse, route-related requirements



Photo: Courtesy of Canada Post Corporation



for various postal environments,” says GIRO’s director of routeing, Serge Galarneau.

Customisation capabilities The upgraded interface gave Canada Post greater control and flexibility over the system.

“With the new interface we can easily manage our own attributes, customise lists and toolbars, manage user access and permissions, and create user-defined reports and XML interfaces,” states

Brassard. “We demand a lot from our software and this level of flexibility allows us to react quickly and evolve over time.”

Supporting best practices By incorporating GeoRoute into its system, Canada Post has been able to standardise its route configuration and management practices, thereby ensuring greater adherence to and application of best-practice techniques.

“GeoRoute is an all-encompassing solution that supports both our day-to-day route management needs – including routes imported from legacy systems and supported through a tabular interface – and our future vision as laid out by our Postal Transformation team,” says Brassard. “GIRO has a high-quality product and an attentive support team that is clearly invested in helping us succeed in becoming a model post of the future.”

As a result of improvements to route planning and management, Canada Post has reduced overall miles travelled and has adopted a new park-and-loop system designed to extend efficiency even further.

GeoRoute’s advanced optimisation algorithms, integration capabilities and overall flexibility make it an attractive and cost-effective solution for many postal organisations around the world facing the challenge of maintaining competitiveness, efficiency and profitability in a highly changeable industry. ■

GeoRoute™

IMPROVING EFFICIENCY
AT EVERY TURN





INTEGRATED SOFTWARE SOLUTIONS FOR ENHANCED POSTAL OPERATIONS

KEY FUNCTIONALITIES:

- Optimisation, route building & revision
- Integrated address management
- Performance standards and KPIs
- Balanced territories for volume fluctuation
- Postal network analysis
- Task assignment & workday management
- Postal GIS

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