

Domino's Pizza uses Opti-Time to organize the routes for supplying its local branches.

The Opti-Time route optimization software helps Domino's Pizza to create logical route itineraries to improve the efficiency of its mobile staff responsible for delivering both fresh and dry products from production centers to sales outlets.



— The challenge for Domino's Pizza: Optimizing the management of the supply route itineraries of its countless sales outlets.



Domino's Pizza operates a network of franchised pizza delivery and takeaway sales outlets.

The brand is one of the only ones to use fresh dough for its pizzas that is guaranteed never to have been frozen and offers pizzas made to order, currently positioning itself as the leader in the delivered and takeaway pizza market.

Domino's Pizza has many productions and logistics centers where it produces the fresh pizza dough and provides other food products (salads and desserts) and merchandising (caps, t-shirts).

These products are ordered by the network's various sales outlets via a buying hub and are then transported to the outlets two or three times a week. Each vehicle is responsible for one supply route. On average, it carries 3 to 4 loads of fresh and dry ingredients and between 6 and 8 stacks of pizza dough platters, which requires controlled temperature delivery in order to maintain the cold chain throughout the route.

To sustain its strong growth worldwide, Domino's Pizza wanted to optimize its supply route organization so as to

be able to respond efficiently to the challenges associated with the increased order volume. The brand was looking to be able to incorporate into its information system a solution that allows the definition of logical route itineraries and reduces the travel time of each transport movement to all its outlets in all strategic territories in which the company's activities are experiencing rapid growth.

All the necessary parameters for these deliveries, such as the characteristics of the ordered products, the volume they occupy, and the location of the sales outlets to be supplied also had to be included in the tool.

About Domino's Pizza:

- Leader in pizza home delivery in France and the world
- Founded in 1960
- Domino's stores across the globe sell an average of 3 million pizzas a day.
- Domino's operates more than 17,000 stores in over 90 countries around the world.
- More than half of Domino's sales now come from outside the U.S.



Opti-Time tailored response.

After studying feedback from other users, Domino's Pizza decides to turn to Opti-Time and quickly opted to implement the route optimization solution.

This tool enables the daily management of the supply route itineraries of its outlets to be automated and optimized.

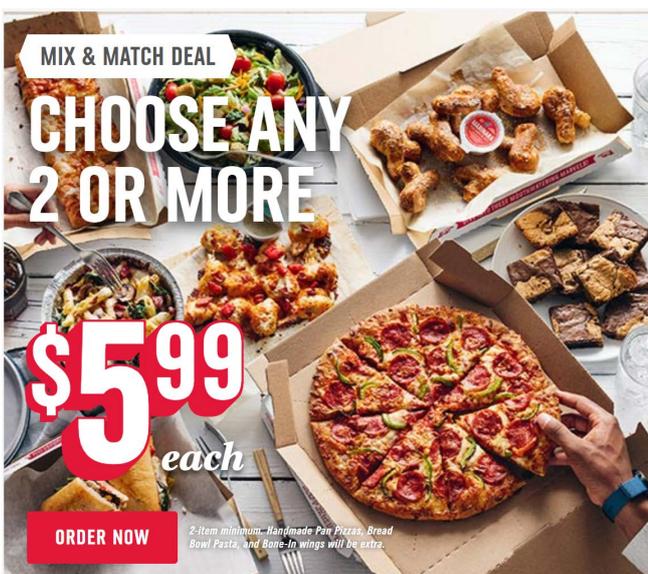
Opti-Time software provides Domino's Pizza with the most profitable and logical organization and routes in real-time, taking account of traffic constraints and each sales outlet's timetabling requirements (day or night-time delivery, opening hours, accessibility).

The delivery staff responsible for the supply routes can thus reduce the time spent on the road, have better control over the regularity of delivery hours and increase the number of deliveries completed per day.



"Initially, the operations managers in the production and logistics centers had to schedule the preparation of the orders manually and consolidate them on the loading bays for loading the trucks," the Logistics Director for Domino's Pizza explains. "Now, they can reply rely on a real decision-making tool that enables them to optimize routes with improved efficiency and working comfort as the prize".

Optimal reliability of route organization for higher productivity and lower transport costs.



By installing the Opti-Time software suite, the drivers responsible for the supply routes now have 100% reliable and logical routes with no excess mileage added, optimal vehicle loading rate based on the orders and better overall visibility.

Domino's reward: travel time productivity gains of 25%. In addition to improving delivery staff efficiency, The routing software enables a fully capable configuration of operational costs. Domino's Pizza has indeed reduced 15% of its transport costs compared with the previous financial year.

Encouraged by this success, Domino's Pizza is planning to extend the use of the routing & scheduling solution by applying it to the supply routes for outlets located in lower priority markets such developing economies.