

# **SERNAM STREAMLINES DELIVERY TRACKING WITH THE BLACKBERRY SOLUTION**



Sernam is the French leader in multi-product, multi-mode transport and logistics. It specialises in supplying daily long-distance express delivery services leveraging the speed of rail transport and the flexibility of road transport. With its nationwide network of 55 agencies, 4 of which are multimodal, Sernam uses its high-speed freight trains to guarantee delivery within 24 hours.

## **THE CHALLENGE**

Until recently, shipments were tracked throughout the transport chain via tracking solutions with no real-time connection to some customers' IT systems. Alternative tracking methods included solutions connected to Sernam agency IT systems by Wi-Fi, and also manual reporting from drivers calling in at the end of the day. For Sernam the challenge was to find a solution that would allow it to keep customers and staff informed of shipment status in real-time (including information on pending deliveries, completed deliveries, absent addressees, etc.).

## **THE SOLUTION**

Sernam decided to equip its drivers with an innovative tracking solution comprising BlackBerry® smartphones, a Prylos delivery management application and a Baracoda barcode scanner. By simplifying data capture, thanks to a system that encodes delivery slips with the delivery status of parcels for the computer terminal, the solution identifies the goods reception data and makes it available faster.

The Prylos Y-Trace delivery management application, which is connected to Baracoda's Roadrunner barcode scanner via Bluetooth, is loaded on the BlackBerry smartphones. With each delivery, the driver scans the barcode on the delivery slip that identifies the parcels and any particular delivery instructions. He or she then enters dispatch status (delivered, addressee absent, appointment for another delivery, etc.). If necessary, the driver can also scan each delivered parcel with its delivery situation. A tone is emitted, acknowledging the scanned data.

After each delivery, the data is sent in real time via the BlackBerry® solution to Sernam information system. The customer service department is then informed of the deliveries completed and can inform customers of the status of their parcels at any time.

"We were attracted by the solution's operational relevance when we tested it because it is so easy to use (similar to a mobile phone) and because of its physical characteristics (handy, light, long battery life), all features that won the drivers over in the agency trials, compared with other types of solutions. Also reducing the financial investment in equipment means that we can plan faster upgrades and maintain our capacity to integrate new technologies," points out Vincent Banchet, information systems director at Sernam.

"Our drivers preferred the lightweight and compact design of the BlackBerry smartphones," Vincent Banchet continues. During the trials, the information systems department was also astonished to see how careful the drivers were with their smartphones. "Perhaps because they can also use their BlackBerry smartphones as a professional mobile phone," he adds.

## **BENEFITS**

**REAL-TIME  
ORDER TRACKING**

**IMPROVED EMPLOYEE  
PRODUCTIVITY**

**EASY INTEGRATION  
WITH EXISTING  
AND THIRD-PARTY  
APPLICATIONS**

*"The major advantage of the BlackBerry solution is the productivity benefits."*

Vincent Banchet,  
information systems director at Sernam

## THE BENEFITS

"The major advantage of the BlackBerry solution is the productivity benefits," stresses Vincent Banchet. Besides reducing drivers' administrative chores at that critical point near the end of the round, the solution guides the drivers throughout their deliveries and helps avoid mistakes and omissions. "When the driver has to make a special delivery, the system reminds him with a tone and a message appears on the BlackBerry smartphone," explains Vincent Banchet. This rapid availability of data guarantees real-time dispatch visibility of shipments and avoids frequent calls to drivers or communications between departments and agencies.

The technological flexibility of the Y-Trace delivery management application on the BlackBerry solution combined with a Baracoda barcode scanner is greatly appreciated by Sernam.

"Special-purpose terminals integrate new technologies quite slowly by comparison with BlackBerry smartphones," adds Vincent Banchet. With BlackBerry smartphones, the opposite is true. "I can already envision our tracking system equipped with BlackBerry smartphones fitted with an integrated GPS and able to manage data from different external sensors such as temperature sensors," points out Vincent Banchet. "Furthermore, it will be much easier and less expensive to integrate these functions into our system." In fact, Vincent Banchet believes that it will be far cheaper to integrate a new function of the BlackBerry solution into Y-Trace, than to equip themselves with new specialised terminals equipped with the same functionality.

Thanks to its ergonomics, upgrade capacity and price/performance ratio, Sernam has made the BlackBerry solution the cornerstone of its dispatch tracking procedures. According to Vincent Banchet, "This smartphone will be at the core of any mobile applications Sernam plans to deploy in the future." Once the introduction of the new delivery tracking system is finished, Sernam is already planning to start testing a collection system using BlackBerry smartphones.

For further information: [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

**BLACKBERRY CASE STUDY**  
**SERNAM**

