![Ornua - The Home of Irish Dairy]

Ornua is Ireland's largest exporter of Irish dairy products, exporting to c.110 countries worldwide. Headquartered in Dublin, it has annualised sales of over €2 billion and has a global team of in excess of 2000.

Location - Dublin, Ireland
Employees - 2000+
Industry - Food Manufacturing
Solution - Service Cloud (Field Service Lightning)

CHALLENGE

Ornua required an off-line mobile solution to enable their Field Sales team to efficiently perform up to 4,000 supermarket visits across Germany.

The solution needed to address the following issues:

- **Point-Of-Sale (POS) Visits** – manage all visits within Field Service Lightning, in the German Language and adhere to German legislation.

- **Off-Line Mobile Solution** – allow users to gather and record data on Product Names, Agreed v Actual Product Facings, Pricing, Competitor Pricing, Shelf Positions, etc. while offline.

- **Marketing Activities**- facilitate national as well as local promotions, which may be retailer specific or focused on certain regions across all retailers (includes In-Store Presentations, Customer Surveys, Promotion Activity, Calendar of Events).

- **Scheduling and Route Optimization** - manage the schedule and frequency of store visits. Optimise the daily amount of store visits completed. Maintenance plans to ensure prioritisation and frequency of store visits. Record Odometer readings to track mileage.

- **Synchronisation** - All data must be automatically synced to Service Cloud for real-time executive reporting.

- **Reports & Dashboards** – Users will have specific access to Dashboards & Reports depending on user permissions and roles (German UI).

FSL SOLUTION

Pexlify delivered a Service Cloud solution with proven mobile access and support for Ornua's Field Service teams. Functionality and features included:

- **Account Management** - Customer POS information for individual retail stores presented in dashboard style, ability to record store visits & product information, reporting functionality, etc.

- **Data Management** - Offline functionality for recording of store visit information - available offline without internet connection as some in-store locations are not covered by Wi-Fi or mobile reception (chilled areas). Data recorded offline updates seamlessly once the remote data connection is re-established.

- **Scheduler & Route Optimiser** - included defining the schedule policies, work rules and logic for Smart Scheduling and Dispatcher Console (see next slide for more details).

- **Customer surveys** – Admin has the ability to set up questionnaires to be used as Customer Surveys at POS by District Sales Managers (using Salesforce Standard Surveys).

- **Reports** - Maintenance of user-specific target KPIs with updates and tracking of actual figures.

- **Scalability** - All requirements are based on the German market and for the German Field Force team, while global scaling requirements was taken into consideration during the design phase.

- **Dynamic UI language and support** – German/English
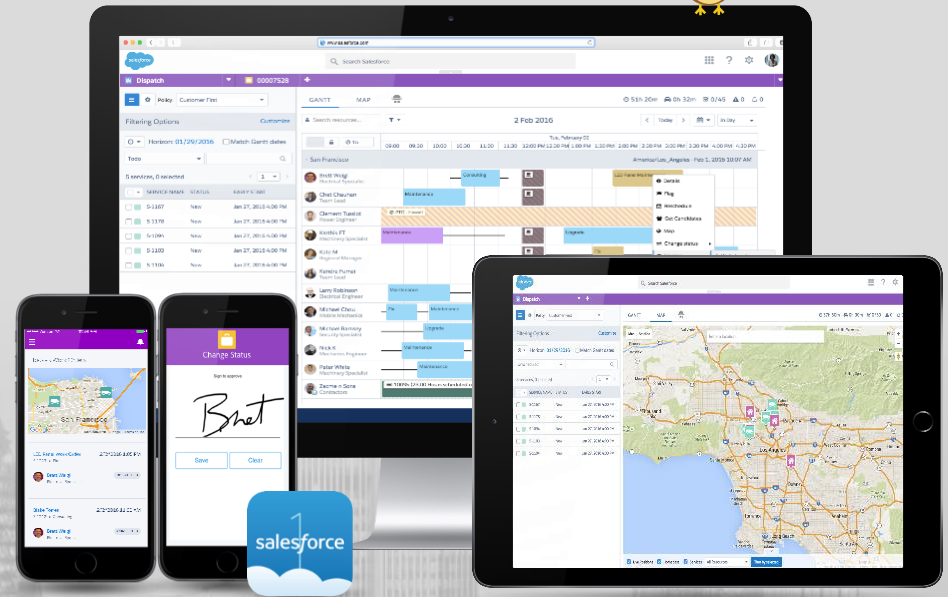
FSL – COMPLEX SCHEDULING CHALLENGE

Intelligently schedule and optimise routes – The Travelling Salesman Problem

"Given a list of cities and the distance between each pair of cities, what is the shortest possible route that visits each city exactly once and returns to the origin city?"

The major challenge with 'Scheduling' for Ornua was due to the sheer number of combinations and calculations required to fully optimise schedule appointments – there is simply never enough time to explore all scheduling options. **Optimisation is always a trade-off between time & quality.**

Reducing the Complexity.

Defining the logic for schedule polices and work rules in order to set up the scheduler and route optimiser was the most complex aspect of the project. This was achieved by defining:

- **Geographic boundaries** (German market broken into Territories / Max travel from home base).

- **Time horizon limitation** (optimise appointments between a specific time-frame).

- Create various **Work Rules** to filter the problem size (eg. match skills, match territory, resource availability, etc.)

Pexlify worked closely with Ornua to help define these policies and work rules. Ornua can now auto-generate schedules and appointments based on the needs and location of their workforce.

Pexlify's FSL solution allowed Ornua to achieve the following functionality:

- **Auto Route Optimisation** — Functionality for District Sales Managers and Area Sales Managers to establish optimum, recommended driving distances with company cars. This helps maximise the time spent in stores and reduces driving times and distances.

- **Ad-hoc Route Planning** — Update planned routes at any time, e.g. add or remove a store visit when an Area Sales Manager or District Sales Manager assigns updated target visits for the week. The Route Planner suggests proximity stores (Group Nearby feature) from any given location in Germany relevant to the user's allocated district or area.

- **Odometer Recording** — Users can record the odometer reading of their car at the start of their working day and again at the end of their working day within the app. The app will automatically calculate travel distances based on the entries made

RESULTS

Field Service Lightning is an extraordinarily powerful tool for any company with workforce in the field. Pexlify developed a Field Service Lightning solution that delivered:

- **Route Optimisation** - Productivity and cost impact due to increase efficiencies.

- Increased average **daily visits completed from 5 to 8**.

- **Increase in Sales** in advance of in-store promotions due to early warning.

- **No loss of data or productivity** when the Internet connection is lost in cold areas of supermarkets.

- **Real-Time price comparison** per region.