

Washa went from 8 to 12 visits per hour using Logistics Planner

Washa Online Laundry Service

- Pick up at client location
- Washing and dry cleaning
- Delivery at client location
- 4.000 stops per month
- Time window chosen by client
- Expanding throughout Europe

Without Logistics Planner

- 8 -10 hours daily for planning
- Less than 8 stops per hour
- Hard to meet time windows

With Logistics Planner

- Fleet planned in 2 minutes
- More than 12 stops per hour
- Time windows are met

Logistics Planner

- Efficient routes that comply with restrictions and constraints
- Controls capacity, load, qualifications and breaks for delivery vans
- Mixes various passenger groups on the same busses
- Hosted Service or extension for ArcGIS desktop and server
- Use with Esri Workforce for ArcGIS for mobile workers
- Close roads with barriers and create zones for slow/no driving

Washa is the story of a business idea so good that the founders soon had a hard time keeping up with demand.

The 3 entrepreneurs Max, Karim and Jannick offer their costumers an easy way out of their laundry problems. Washa offers pick up within a one-hour time window preferred by the costumers, Washa takes care of laundry and dry cleaning and finally Washa makes the delivery in a time window decided by the costumers.

Success called for logistics planning

Making thousands of pickups and deliveries every month Washa realized the need for fast and efficient route planning; Max and Karim each spent 4-5 hours manually planning the next days routes. For the same reason they had to decline new pickup orders for the following day far earlier than clients preferred. Routes were not efficient and clients were arranged in districts that made route planning manageable but unfortunately also inflexible and costly to operate.

10 hours of planning turned into 2 minutes

Washa had a trial for Logistics Planner by Rapidis; a web service that assigns orders to drivers, optimizes the sequence and makes sure that all costumers are visited in the time window agreed. Today, the automated route planning for the following day is done in 1-2 minutes. Washa has even expanded the use of Logistics Planner to dynamically price delivery costs making it attractive for clients to choose a time window where Washa has other stops near by.

"Logistics Planner has provided us with a great overview; we know when we will need an extra delivery van" says Karim and his co-founder Max adds that a Washa van before Logistics Planner could accomplish 8 stops per hour and that Washa now has optimized their fleet to an average of 12 stops per hour. **"The trick is that the vans drive less with efficient planning; actually we have about the same fuel costs even though we have doubled the number of vans"** Max concludes.

Washa is growing fast and soon they will open for new business in Sweden and Holland; fortunately Logistics Planner works in all of Europe and also in large parts of the rest of the world.

