



## Advanced logistics

Advanced logistics is on the right track

Advanced is a specialist in time-sensitive deliveries where being on time is a pre-requisite. We are committed to maintaining such high standards as the firm develops.

*“This is the first year we have used Advanced as a haulier. I would like to say that without their contribution we would have struggled to fulfil our deliveries during our peak period. I found their approach and that of their staff to be totally professional and thank them for their efforts on our behalf.”*

Stephen Gardner,  
Transport Manager,  
Cardinal Ltd.

**Lead Director**  
Glyn Rogan

**Head of Distribution**  
Darren Outlaw

**Logistics sales specialist**  
Matthew Ludlam  
DD: 01422 231 043  
Mob: 07969 365470  
matthew.ludlam@  
advancedsupplychain.com

**Advanced**  
www.advancedsupplychain.com

Advanced House,  
Water Lane,  
Halifax. HX3 9HG  
Tel: (01422) 386000  
Fax: (01422) 386001

Sidhill Business Park,  
Holmfield Industrial Estate,  
Holmfield,  
Halifax. HX2 9TN  
Tel: (01422) 231030  
Fax: (01422) 231045



*Employ a service that really delivers - on time and in full!*

### **Service levels are key to success**

Advanced entered the logistics business because we felt the service levels provided by existing carriers could be improved upon. Advanced understand the importance of maintaining flexibility and hitting scheduled delivery times.

The whole business is focused on *delivering the promise* and that's why the transport division achieved such high quality levels and rapid growth. Advanced's logistics customers now include famous brands such as Helly Hansen, Quiksilver and O'Neill.

### **Planning a path to low prices**

Advanced's logistics division delivers industry-leading delivery performance at a keen price by applying the principles of general 3PL haulage. Our service is planning led and we are proactive in providing consolidation and groupage for customers at our multi-user facilities in order to significantly reduce costs.

### **Culture focused on quality**

Advanced's lead director for logistics, Glyn Rogan, says that time sensitivity is crucial. "A lot of companies can deliver 'in full', but surprisingly few can manage 'on time'. I'm proud to say Advanced is one thanks to our extensive experience of delivering into the DCs of all the major retailers."

### **Customer control is Smart move**

Advanced's logistics division is controlled using ATMS, a program built to our own specifications. It uses predictive mapping to enable efficient route planning, with real time status data provided by drivers using handheld PDAs. Advanced's IT expertise is also showcased by a new feature that has proved a big hit with our existing customers - a web enabled Proof of Delivery viewer that allows for much faster and more efficient invoicing functions.

### **Delivering more than a promise**

The logistics division has grown rapidly but service levels have not suffered. In 2005, Advanced carried a total of 24 million items — the accuracy of despatch counts was 99.95 per cent and 99 per cent of delivery booking times were achieved. Advanced encountered no service or audit issues during this period.

### **Peak performance guaranteed**

Advanced has the systems in place to provide sufficient capacity during peak trading seasons. "Where other firms flex their muscles, we just concentrate on being flexible," says Head of Distribution, Darren Outlaw. "Every customer is a big customer for us and I am determined to maintain this principle as we grow the business."