



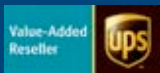
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Optimising your business.

Strategic Route Planning Solutions



Creating effective sales and delivery solutions aligned to business strategy.



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Last updated: March 2006 | Site design by [DRL](#)



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News Updates

Market Motion is aligned with UPS Logistics Technologies to extend their existing Strategic Route Planning Service.

UPS Logistics Technologies Worldwide expands by opening an office in Singapore.

Contact Us

For further enquiries contact:

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About Us

Businesses are constantly facing changes in the market that impact their sales and distribution effectiveness. Mergers, acquisitions, changes to the retail environment and business strategy require solutions that provide optimum levels of customer service, productivity and cost effectiveness.

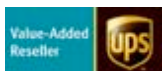
Market Motion provides '[Strategic Route Planning Solutions](#)' to large and small businesses to deal with these challenges and ensures sales territories and delivery routes are optimised.

Market Motion has aligned themselves with [UPS Logistics Technologies](#)' solutions to extend our existing service offerings by reselling UPS™ advanced software, expanding the global footprint of operational excellence.

'Strategic Route Planning' enables businesses to implement their strategy at the customer interface using 'state-of-the-art' technology to conduct time study analysis and digital mapping software to plot and structure effective sales and distribution territories.

Market Motion assists businesses to:

- Identify activities in an employees day that are barriers to selling and in-outlet time.
- Identify the cost and resource requirements of servicing different customers, segments and channels.
- Model alternative sales and distribution scenarios quickly and with a high degree of accuracy.
- Deliver optimal customer service levels and create efficient sales, merchandising, distribution and telemarketing territories.



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Optimising your people

The Directors of Market Motion have significant experience in providing solutions that increase sales and distribution capability.

Richard Alp has a high level of Sales Management experience in the FMCG industry, having worked in a number of global companies. Richard's experience extends across multiple channels of service from Grocery, Petrol & Convenience, Licensed, Mass Merchandise, Foodservice and Vending.

Richard has experience in Strategic Route Planning, the management of a large National Field Sales team and Key Account Management.

Alex Vega has significant Supply Chain and Sales experience. He specialises in the area of Distribution deliveries and Sales Strategic Route Planning. Most recently Alex managed the National Sales Force Planning department of Coca-Cola Amatil.

Alex has extensive experience and understanding of the inter-relationship between direct delivery and sales force structure together with the synergies that can be derived from this.

[Download print summary \[PDF 1.2mb\]](#)

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Our Vision

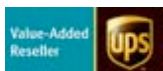
Market Motion - Optimising Your Business, Optimising Your People.

Our Mission

To locate and deliver progressive optimisation solutions and capability to every customer.

Our Values

- Service
- Progress
- Interest
- Teamwork
- Balance
- Commitment & Accountability



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Strategic Route Planning

There are three key elements to the Strategic Route Planning Process. These elements can be combined or utilised independently to suit an organisation.

These include:

1. [Time Studies](#)
2. [Customer Service Model Development](#)
3. [Territory Planning](#)

Utilising Market Motion's knowledge and expertise companies can implement and/or develop the capability to deliver Strategic Route Plan solutions.



View outlet base from satellite to street level in a matter of seconds.

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Time Studies

Time Study Analysis is an activity based measure that evaluates the time opportunities and benchmarks that exist within a person's working day (for Territory Representatives & Delivery Drivers). Data is collected by observing and recording the activities performed in an employee's normal day.

Time Studies Output Examples

- Identify Cost to Serve e.g. customers, channels, segments
- Identify Barriers to Productive Time e.g. Travel time, In-outlet activities
- Basis for Customer Service Modeling
- Tailored outputs to your business

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Customer Service Model

Market Motion assists in the modelling, development and documentation of a customer service model to suit your business needs. The aim is to align resources to opportunity, and to identify parameters that ensure a consistent, definable approach to servicing customers.

Market Motion encourages your business to integrate key departments (e.g. Sales, Distribution, IT, HR) to derive a sustainable business process that enhances cross functional knowledge and encourages collaboration.

Customer Service Model Examples

- Identify effective service time levels
- Derive frequency of visit to suit your business strategy e.g. For a Sales Person, Call Centre &/or Deliveries.

- Establish service levels for different channels or market segments.
- Customised parameters to suit your business.

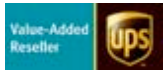
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Territory Planning

Is the application of a customer service model through the use of 'state-of-the-art' digital mapping and geo-location of customers. This allows your business to interactively view their outlet base from satellite level to street level in a matter of seconds, and to develop logical, optimised territories (including days and weeks balancing).

Territory Planning Outputs

- Create optimal sales and delivery territories e.g. geographic or channel specific.
- Balanced days and weeks workloads
- Efficient volume spread and delivery drops



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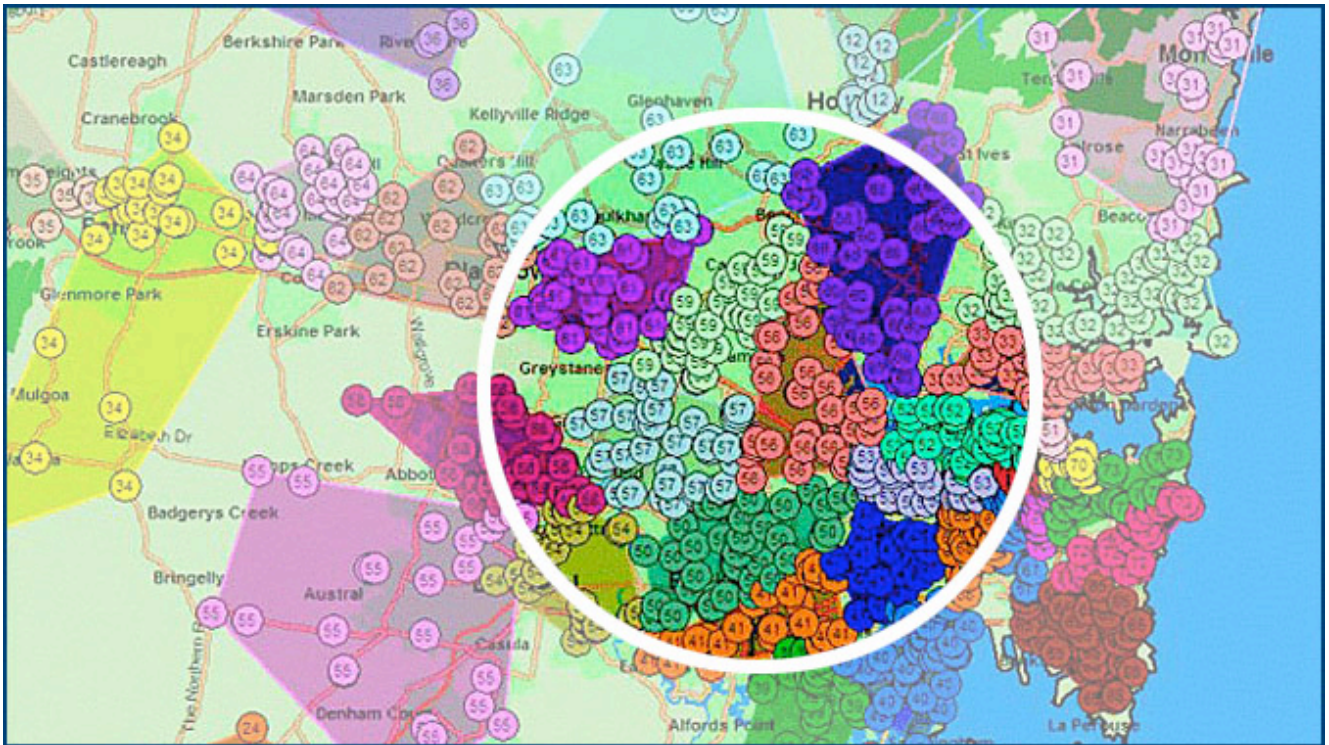
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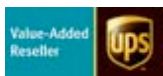
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Territory Planning is the application of a customer service model through the use of 'state-of-the-art' digital mapping and geo-location of customers. This allows your business to interactively view their outlet base from satellite level to street level in a matter of seconds, and to develop logical, optimised territories (including days and weeks balancing).



*Map detail for display purposes only.



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Product Overview

- > Territory Planner
- > Roadnet
- > Fleet Loader
- > Mobilecast

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Roadnet Transportation Suite Overview



Are your transportation applications working together or fighting each other? If you're using multiple applications to plan, route, load, and execute your plan, information is most likely not being shared consistently and/or accurately between applications.

Roadnet Transportation Suite allows organisations to share information and keeps applications on a common ground with a consistent look and feel. Territory Planner, Roadnet and FleetLoader share common modules and a single database, plus, they use some of the industry's most sophisticated algorithms, enabling users to create optimised route and load plans faster and more intelligently.

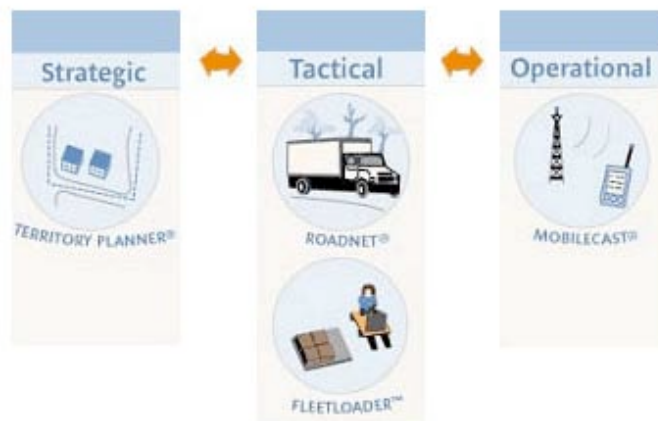
MobileCast, utilises a powerful dispatch and tracking software application, wireless networks, and support for multiple mobile devices to provide real-time route visibility for increased operational efficiencies.

Product Demo

To see a flash demo of Roadnet Transportation Suite [click here](#) (788KB).

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Roadnet InfoCentre



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Roadnet Transportation Suite provides:

Integrated Applications

Information is shared between applications and can be used by many individuals, streamlining installation, set-up and maintenance operations.

Seamless Transfer of Information

Plan, route, load and dispatch using a single file, resulting in time saved by

eliminating numerous import and export functions.

Increased Resource Utilisation

Make better use of existing resources by delivering more and driving less. The answer to increasing volume is not always to put more vehicles on the road, but to make smart, efficient deliveries.

Strategic Planning and Tactical Delivery Enhancements

Take more control of routes by reducing delivery overlap and creating profitable territories and routes. Why deliver if the cost of delivery outweighs the profits? Better planning can result in profitable deliveries.

Control Operations Through Good Plans

Better plans result in better outcomes-set expectations for drivers and loaders -- saving time, money and resources. Providing a plan, an itinerary, manifest or pick sheet can increase your productivity significantly.

Delivery Management Application

Provides the driver with an application to view daily stop lists, and capture arrival/departure times and delivery service times. The application also allows dispatch to send new stops or other route changes to handle route exceptions.

Reports

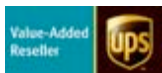
The Roadnet Transportation Suite can generate a number of reports to make transportation information available to you quickly and easily. These reports can be used as is, or can be customised to fit your business needs.

Results

UPS Logistics Technologies customers have realised that:

- Kilometres, Vehicles and Overtime can be significantly reduced
- Vehicle capacity can be better managed
- Re-routes can take days, not months
- Routing time can be significantly reduced
- Customer Service can be improved
- Loading time can be decreased

NB. MobileCast is not presently available within Australia.



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> [Roadnet](#)

> [Fleet Loader](#)

> [Mobilecast](#)

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Territory Planner®

The efficient way to strategically plan and balance routes. Territory Planner is a versatile software solution that automates and refines the territory and route planning process for ultimate customer service and an improved bottom line.



Market Motion has aligned themselves with UPS Logistics Technologies to resell UPS Logistics Technologies' software solutions, expanding the global footprint of operational excellence.

Top-Down Planning

With Territory Planner, you have the power to analyse and modify your entire transportation operation. It analyses historical data and provides optimised territories. Territory Planner then drills down to strategically design each route based on your customers' specific needs. Each customer stop is carefully placed onto proper delivery days - adhering to time window requirements.

Streamlined Territory Planning

Once you import details about your customers - and about your operation - you are ready to begin strategic planning. Territory Planner provides you with efficient territories and routes by considering the following:

- Available drivers and vehicles
- Rate of pay
- Vehicle capacities
- Preferred and maximum route duration
- Multiple depots and distribution centers
- Rush (Peak) hour
- Fixed and variable service times
- Traffic and road repair or construction
- Speed limits
- Customer locations
- Open/close times and multiple time windows
- Historical order volume
- Delivery instructions
- Multiple delivery days



What-if Strategic Planning

Your business is about more than just delivering products. To survive, you must provide the best customer service at the best costs, while meeting your company's overall financial goals. Territory Planner gives you the power to

create multiple "what-if" scenarios - and to select the scenario that best meets your goals.

Ultimately, with Territory Planner you will:

Save Re-route Time

- Take the guess work out of redesigning territories and routes
- Evaluate multiple scenarios quickly

Improve Customer Service

- Be there at the right time with the right product
- Easily handle seasonal fluctuations and holiday weeks
- Seamlessly incorporate exceptions into your plan
- Send the same driver to the same customer

Lower Transportation Costs

- Reduce mileage and overtime
- Delay purchasing or leasing additional vehicles
- Efficiently utilise all resources

Improve Sales

- Manage sales calls and service based on equitably balanced territories
- Call on key accounts at the proper frequency
- Consistently meet and improve service guidelines

Take Control

- Constantly evaluate your use of resources
- Measure your progress toward meeting your company's bottom-line goals

Informed Territory Management

Territory Planner is ready and loaded with reports to track every facet of your operation from productivity, to costs, to resource utilisation. Taking advantage of the reports in Territory Planner brings full-circle the efficiencies gained from using the best and easiest territory planning product available. Included with Territory Planner software, you will benefit from:

Route Book

- Driver Manifest
- Driver Directions
- Route Map

Management Reports

- Territory Cost Report
- Territory Distance Report
- Territory Summary Report
- Territory Exception Report
- Driver Itinerary

Integrated Territory Planning

Getting customer and order information into Territory Planner is simple: it seamlessly integrates with existing order entry and host systems. Likewise, Territory Planner integrates with all products in the Roadnet® Transportation Suite.

Our suite of solutions handles your operation from order through delivery: Territory Planner, Roadnet®, MobileCast®, FleetLoader™. Each solution works independently or in unison with our other products or existing products in your operation.

If you are ready to enhance your bottom line and grow your business through increased territory planning efficiencies, Territory Planner is the solution.

Contact info@marketmotion.com.au to find out how Territory Planner will improve your operation.

NB. MobileCast is not presently available in Australia.



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Roadnet®

The efficient way for routing and scheduling your vehicles. Roadnet is a versatile software solution that manages your resources for ultimate customer service and an improved bottom line.



Market Motion has aligned themselves with UPS Logistics Technologies to re-sell UPS Logistics Technologies' software solutions, expanding the global footprint of operational excellence.

Customised Routing and Scheduling

Routing and scheduling your vehicles quickly and efficiently is critical to your company's success. And what constitutes success at every company is different: maybe transportation costs take a back seat to premium customer service, or perhaps transportation costs are at an all-time high and you need to significantly reduce them. For most companies, the balance is somewhere in-between. No matter what your priority, Roadnet can handle it. You tell Roadnet what is most important, and it does the rest.

Streamlined Routing and Scheduling

Once you import details about your customers - and about your operation - the extent of your daily work is to import orders for routing. Roadnet provides you with efficient routes by considering the following:

- Available drivers and vehicles
- Drivers' rate of pay
- Vehicle capacities
- Preferred and maximum route duration
- Multiple depots and distribution centers
- Peak hour
- Fixed and variable service times
- Traffic and road repair or construction
- Speed limits
- Hours of service requirements
- Customer locations
- Open/close times and multiple time windows
- Order size and line-item information
- Delivery instructions

Tactical Routing

No day-and no route-is ever the same. That is why Roadnet handles any size operation, any amount of orders, and all exceptions quickly and efficiently. Your operation - and your customers - will immediately experience the benefits.

With Roadnet, you will:

Improve Customer Service

- Be there at the right time with the right product
- Easily handle seasonal fluctuations and holiday weeks
- Seamlessly incorporate exceptions into your plan
- Send the same driver to the same customer

Lower Transportation Costs

- Reduce mileage and overtime
- Delay purchasing or leasing additional vehicles
- Efficiently utilise all resources

Improve Driver Performance

- Track and compare planned versus actual times
- Establish driver standards
- Provide critical information about each delivery

Save Routing Time

- Route faster and more efficiently - all within one editor
- Easily import and export information

Take Control

- Constantly evaluate your use of resources
- Hold drivers accountable for meeting customer service guidelines and bottom-line goals

Informed Routing and Scheduling

Roadnet is ready and loaded with reports to track every facet of your operation from productivity, to costs, to resource utilisation. Taking advantage of the reports in Roadnet brings full-circle the efficiencies gained from using the best and easiest routing and scheduling product available.

Included with Roadnet software, you will benefit from:

- Driver Manifests
- Driver Maps and Directions
- Driver Itineraries
- Route Summary Statistics
- Off-Day Delivery Exception Report
- Resource Utilisation Report
- Customer Delivery Cost Report
- Time Windows Exception Report
- Actual versus Projected by Route Report
- Actual versus Projected by Stop Report
- Driver Performance Report

Integrated Routing and Scheduling

Getting customer and order information into Roadnet is simple: it seamlessly integrates with existing order entry and host systems. Likewise, Roadnet integrates with all products in the UPS Logistics Technologies' Roadnet® Transportation Suite. Roadnet is a multi-user system and runs on a relational database.

Our suites of solutions handle your operation from order through delivery: Territory Planner®, Roadnet, MobileCast®, and FleetLoader™. Each solution works independently or in unison with our other products or existing products

in your operation.

If you are ready to enhance your bottom line and grow your business through increased routing and scheduling efficiencies, Roadnet is the solution.

Contact info@marketmotion.com.au to find out how Roadnet will improve your operation.



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FleetLoader™



The easy way to load your beverage vehicles quickly and efficiently. It's a versatile, software solution that's built to handle the diverse loading methods and multiple SKUs of your operation.

Market Motion has aligned themselves with UPS Logistics Technologies to resell UPS Logistics Technologies' software solutions, expanding the global footprint of operational excellence.

Streamlined Loading

FleetLoader allows you to streamline your operation because it determines the best way to load your vehicles based on the specifics of your company. Setting the following parameters will tailor results to your operational goals:

- Available drivers and vehicles
- Vehicle types
- Stack rules
- Mix rules
- Vehicle capacity
- Driver-friendly loading
- Warehouse-friendly loading
- Pallet vs. Bay Building
- Order size
- Delivery instructions

Strategic Loading

With FleetLoader, you will determine the best loading strategy to meet your goals. You can immediately see the impact on the loading process if you decided to load by stop or by product. By selecting warehouse-friendly, driver-friendly, or a hybrid of both, you can immediately gauge the impact on your warehouse - and on your drivers. Other FleetLoader options include loading front to rear, load leveling, pallet loading, and more.

No matter what options you choose in FleetLoader, the outcome is the same: vehicles loaded to capacity and product ready to be delivered efficiently. Your operation - and your customers - will immediately experience the benefits.

With FleetLoader, you will:

Save Time

- Manual load planning is eliminated

Increase Productivity

- Track driver and loading productivity

Improve Customer Service

- Provide easy access to product at customer sites for fast delivery

Save Money

Obey stack rules and bay preferences and have less broken product.
Efficiently utilise resources

Utilise Vehicle Capacity and Load Rules

- Load each bay to full capacity according to your mix and stack rules.

Take Control

- Customise loading and manage your warehouse efficiently

Informed Loading

FleetLoader is loaded with reports to track every facet of your operation from productivity, to costs, to resource utilisation. Taking advantage of the reports in FleetLoader brings full-circle the efficiencies gained from using the best and easiest loading product available. Included with FleetLoader software, you will benefit from:

- Driver Productivity Report
- Load Productivity Report
- Final Load Sheet
- Driver Checkout Sheet
- Load Validation Sheet
- Customer Invoice
- Pick Sheets by Stop or by Bay
- Warehouse Analysis Report

Integrated Loading

Getting information into FleetLoader is simple: it seamlessly integrates with Roadnet®. And because they operate on the same database - you will never have to import or load routes.

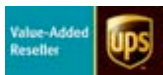
Integrated Routing and Scheduling

Getting customer and order information into FleetLoader is simple: it integrates with existing order entry and host systems. Likewise, FleetLoader integrates with all products in the Roadnet® Transportation Suite. FleetLoader is a multi-user system and runs on a relational database.

Our suites of solutions handle your operation from order through delivery: Territory Planner®, Roadnet, MobileCast®, FleetLoader. Each solution works independently or in unison with our other products or existing products in your operation.

If you are ready to enhance your bottom line through increased beverage loading efficiencies, FleetLoader is the solution.

Contact info@marketmotion.com.au to find out how FleetLoader will improve your operation.



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MobileCast®

A complete delivery management solution. It provides real-time visibility into the execution of your routes and enables you to manage the information exchange between the office and the field. MobileCast empowers mobile work forces to achieve efficiency while enhancing the customer experience.



MobileCast is not presently available within Australia.

For further details on MobileCast visit the [UPS Logistics Technologies Website](#) or contact info@marketmotion.com.au today to find out how MobileCast will improve your operation.



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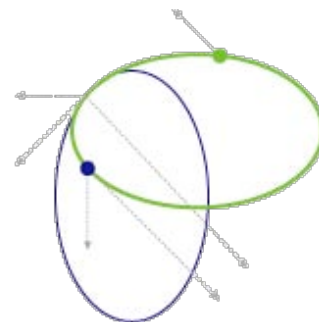
News Updates

Thursday, May 18, 2006

Market Motion has aligned themselves with [UPS Logistics Technologies](#) to extend their existing Strategic Route Planning service offerings by reselling UPS Logistics Technologies' software solutions.

As a subsidiary of one of the world's largest logistics companies, United Parcel Service (NYSE: UPS), UPS Logistics Technologies knows firsthand the direct impact that transportation and logistics has on a company's bottom line. In response, they have developed sophisticated software solutions that enable companies to manage the delicate balance between minimising operational costs while maximising customer service levels.

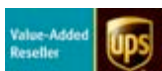
The particular Suite on offer is the [Roadnet Transportation Suite](#) that includes a set of strategic and tactical transportation optimisation tools, sharing a common platform and user interface. The Roadnet Transportation Suite is used to optimise and balance delivery profitability and customer service through territory and route efficiencies.



UPS Highlights

Latest news from UPS Logistics Technologies.

- [UPS Logistics Technologies named to Inbound Logistics top 100 as Top IT Provider for second consecutive year.](#)
- [UPS Logistics Technologies Introduces Customer Referral Program](#)
- [Food Logistics names UPS Logistics Technologies as a Top Technology Solution Provider.](#)
- [UPS Logistics Technologies Worldwide expands by opening an office in Singapore.](#)



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Market Motion is committed to protecting your privacy. This Statement discloses the practices by which Market Motion intends to protect the quality and integrity of your personally identifiable information.

We understand how important the privacy of your personal information is to you, as such, Market Motion provides the following Guidelines defining how we shall deal with your personal information

1. Collection

Market Motion will only collect personal information that is necessary for providing those services offered on our web site. We shall advise you at all times the purpose of our collection and ensure that your personal information is collected by lawful and fair means and by your express consent.

When submitting information on our site, we will collect details including your name and email address such that newsletters can be delivered to you. The information we collect is essential for us to be able to identify accurately who is requesting our newsletter service so that we may be able to respond to your request.

Such information which is collected will be held in the strictest confidence.

2. Use and Disclosure

Personal Information we collect will only be used and disclosed for the purposes identified in our web site. Should Market Motion intend utilising this information for secondary purposes your express consent would first be obtained.

3. Data Quality

Reasonable steps will be taken to ensure that personal information which is collected, used and disclosed is relevant, accurate, complete and up to date for the purposes for which it is to be utilised.

4. Data Security

In house safeguards will monitor and maintain personal information to protect against unauthorised access, misuse, alteration, destruction and loss. Furthermore, all information that Market Motion no longer requires will be destroyed or permanently de-identified to ensure continued protection of your personally identifiable information.

5. Openness

Market Motion publicly exhibits its personal information practices and management policies. As well as making these guidelines available Market Motion will take reasonable steps to bring to your attention what information it holds, for what purposes and how it collected, uses and discloses that information.

6. Access and Correction

Where information is held by Market Motion regarding an individual, access will be provided upon request in a form reasonably suitable to the information held, except to the extent that;

- (a) The request for access by the individual is frivolous or vexatious; or*
- (b) Providing access would unreasonably impact on the privacy of others; or*
- (c) Providing access would be unlawful; or*
- (d) Providing access would prejudice commercial negotiations between the individual and Market Motion.*

If access is denied to an individual then written reasons will be provided outlining why access has been denied.

Where an individual establishes that the information held about them by Market Motion is not accurate, complete or up to date, Market Motion will take reasonable steps to correct that information.

We will provide full access to all personal information you have given to us. If you do not wish to have personal information used for a particular purpose we will not do this.

If you desire to review or make necessary corrections or remove personal information you do not wish us to retain please e-mail us at info@marketmotion.com.au to do so.

7. Identifiers

Market Motion will not adopt an identifier that has been assigned by a Government agency as a means of identifying an individual.

8. Anonymity

Whenever it is lawful and practicable, individuals will have the option of not identifying themselves when entering into transactions with Market Motion.

9. Transborder data flows

Market Motion will not transfer personal data outside of Australia unless:

- (a) the individual concerned consents to the transfer; or*
- (b) Market Motion has a reasonable belief that the overseas recipient is subject to similar privacy laws to Australia*
- (c) the transfer is necessary for the performance of a contract between the individual concerned and Market Motion*
- (d) the transfer is for the benefit of the individual concerned and it is not practicable to obtain the individual's consent as to the subject matter of the information transferred.*

10. Sensitive Information

Market Motion will not collect personal information which reveals race, religious beliefs, political opinions, trade union membership, details of health, disability or sexual activity or orientation unless the individual has consented.

As such Market Motion will not collect personally identifiable information about you except when you have authorised us to do so.



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