

Client Drinks Company
Sector Drinks Supplier
Job function Distribution / Sales
Task Territory / Sales / Distribution Planning



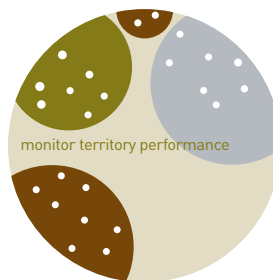
THE CLIENT...

Geoplan is used by one of the largest suppliers of soft drinks in the UK today, producing some of the nation's favourite drinks, including one of the most popular orange drinks.



THE PROBLEM...

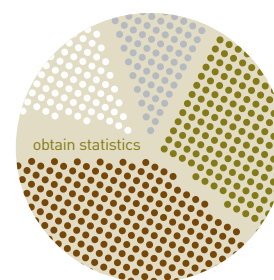
The company's distribution centre uses distinct territories. These were traditionally planned and manipulated using Geoplan's paper Postcode Maps, but this was a costly, slow and inconvenient process, allowing little experimentation or analysis of the effects of change.



THE SOLUTION...

Following Geoplan's recommendation, Geoplan GeoAnalyser was introduced into the company's distribution centre, utilising Geoplan's digital Postcode boundaries. Geoplan's unique territory analysis functions have helped the company enormously. Territory analysis is now far more quick and efficient, and tasks can now be carried out that would have been previously impossible.

Following the success of the initial use of Geoplan GeoAnalyser, the company is now using Geoplan in various departments for a wider variety of activities with the same level of success. These activities include targeting new businesses using a leading Companies database, and appraising the performance of existing vending sites.



THE BENEFITS...

A manager from the soft drinks company outlined the benefits of Geoplan:

“Geoplan GeoAnalyser has been a great success; it is easy to use, allows us to quickly visualise the data that we hold, and is incredibly quick to carry out calculations on large amounts of geographical data. In one year alone Geoplan GeoAnalyser has paid itself back thousands of times over, and we are looking forward to utilising its functions in the future.”