

# Shipment tracking solution helps 100% Express win new business thanks to BlackBerry solution

100% Express specialises in transporting bank documents, including mail, parcels and cheques. Based near Lille, this dynamic SME has an annual turnover of almost 5 million euros. Every day it provides more than 2,000 banking institutions with transportation services thanks to its 80 drivers which deliver its customers' banking and insurance mail.

## The Challenge

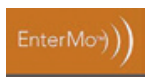
The transportation is mainly carried out at night and in line with very strict regulations (CRBF 97-02), 100% Express needs to use electronic tracking tools to enable it to control each stage of the distribution process and all bags are scanned in order to ensure they are tracked.

100% Express is a leader in using electronic tracking in banking transportation as it has been doing it since 1999. Due to growth in the number of banking customers and an increasingly large driving area, "the proprietary mobile solution was stretched beyond its limits, having been introduced in 1999," says Belisario Rodriguez, commercial director, 100% Express. Recently, banks tightened their requirements and expect total traceability of the documents and drivers' movements from shipping companies.

Scanning the bags was no longer enough; banks demanded quality and the automatic tracking of its goods. 100% Express needed to bring in other solutions able to fulfil the needs of its existing and prospective customers, with regards to real-time geo-location information in particular. The old solution did not provide any geo-location information so it was impossible to know exactly where the scan had been carried out or at where the bags were at any given moment.

## Key Benefits

- Real-time geo-location and data transmission
- Competitive differentiator, leading to winning new business
- Compliant with strict customer requirements
- Ease of use a key success factor



100% Express, therefore, began looking for a reliable solution that would enable it to track the movement of bags and drivers. They had key requirements in terms of security, reliability and productivity. The solution would also have to be easy to use, be able to withstand the demands of use in the field, and securely transmit real-time tracking data back to the company offices.

## The Solution

100% Express consulted with Orange, its mobile carrier, who directed it towards a solution based on BlackBerry® smartphones. Each smartphone is equipped with a hard case, from Entermo, a member of the BlackBerry® Alliance Program, and runs an application developed by Synox, also a member of the BlackBerry Alliance Program. The case provides barcode scanning, a flashlight, and a powerful second battery to help ensure that the drivers can work a full shift without having to recharge the device.

The drivers receive their delivery schedules via the Synox application on the BlackBerry smartphones. Bags are scanned each time a bag is delivered, until the final delivery. The GPS coordinates are recorded for each scan. If an incident occurs during delivery (a parked car blocking entry to a door, for example), the driver can, also, take a picture with the smartphone's built-in camera.

The application also alerts the driver to any irregularities in the shipping (missed scans, wrong number of articles, etc). The Synox web application helps 100% Express monitor the drivers' progress during their rounds and produce reports in full compliance with the banks' requirements. The solution can also enable customers to check their deliveries in real-time, using a secure web application.

## The Benefits

According to Rodriguez, the BlackBerry® solution not only helps enable 100% Express to meet its customers' requirements, it is also helping the company win new business. "We recently received an invitation to tender in the PACA Languedoc-Roussillon area to transport the banking post of three prestigious banking institutions," he reveals. "We got this invitation thanks to our teams' professionalism and ability to convey the transparency of our computing processes. This new solution offers our customers a quality of service and a level of reporting that our competitors cannot match. Banks are also very reassured to see that our solution uses the BlackBerry security standards."

When asked about the return on investment, Rodriguez explains that he sees the investment as an accelerator for growth for the company. "It's a major leap forward for us. The return on investment is new business," he explains. "Traceability has gone from being a function of our work to being a competitive advantage for the company, thanks to the BlackBerry solution."

Rodriguez also credits the BlackBerry solution with helping to improve productivity. Because of the real-time data transmission from the BlackBerry smartphones, it helps the shift managers to keep track of the drivers in real-time. "If there's an incident, we know about it right away, not at the end of the shift, so we can take care of it while the driver is still in the field. If the customer has a question about the status of delivery, he can see it immediately," he explains.

"As a result there are fewer outstanding incidents at the end of the day, which saves time for us, and more importantly, reassures our customers." He attributes this increased productivity to the positive reaction of the drivers. "They appreciate the simplicity and ergonomics of the BlackBerry smartphones."



[blackberry.co.uk/casestudies](http://blackberry.co.uk/casestudies)

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Belisario Rodriguez  
commercial director  
100% Express

**Industry:**  
Distribution and Transportation

**Region:**  
France

**Company Size:**  
Medium

**Solution:**  
BlackBerry® smartphones  
GPS tracking  
Synox application  
Ruggedised Entermo cases

**Entermo**  
EnterMo is the developer of the EnterMocase™ ruggedised case for BlackBerry smartphones. EnterMo Limited is developing cost-effective solutions in the realm of wireless mobile technology to fill an obvious gap in the market place. EnterMo Limited is a public, unlisted Australian company. The EnterMoCase concept enables existing communication devices to be encased in a heavy duty, damage resistant enclosure, equipped with enhanced data capture functionality.

**Synox**  
Synox Group is an IT company that specialises in the creation, integration and management of mobility solutions (development of trade applications for smartphones, tablet PC and PDA) and collaborations (automation of trades process, deployment of collaborative Intranet/Extranet gates, workflows and GED).

 **BlackBerry®**