

## UnlQue ID Helps Speed Up Deliveries for Amtrak

**Industry:** Logistics

**Application:** Proof of Delivery

**Product Solutions (Hardware and Software):**

Hand Held Products Dolphin® 7300 Mobile Computer

**Partner:** UnlQue ID, Littlefoot Ltd

### Executive Summary

Organisations that provide a delivery service must have a distribution system that is fast, accurate and reliable. One key factor in achieving this has been the development of increasingly sophisticated bar code scanning devices. The importance of bar code systems was highlighted when Amtrak placed a two-phased order worth £1 million with automated data capture and mobile computing specialist, UnlQue ID, to supply Hand Held Products' Dolphin® 7300 mobile computers.



### Company Profile

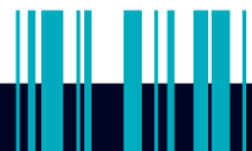
Amtrak Express Parcels Ltd is one of the UK's leading and fastest-growing express parcels companies, with a range of collection and delivery services that cover the UK, Europe and the rest of the world. It has more than 100 strategically located depots across the UK and has one of the best records in the UK for the quality of its delivery service.

Amtrak has been enjoying considerable success. To consolidate and strengthen its market position, the company recently embarked upon a significant investment programme. One aspect of this involved a radical upgrade of its bar code scanning system.

### The Business Challenge

Phil Young, Amtrak's Head of IT, explains: "We wanted to replace it with a more powerful and more versatile system that would incorporate 2D bar code capture and image scanning capabilities.

"We started looking for equipment that would be reliable, robust and cost-effective. We also wanted a supplier who could work in close partnership with us. In 2002, we therefore put the system out to tender. We looked at various products and suppliers, and decided upon the Hand Held Products Dolphin 7300 mobile computer as it met all of our criteria."



## The Solution

Hand Held Products is the world's leading provider of image-based data collection solutions. The Dolphin 7300 is a powerful, compact, hand held device that offers exceptional performance. Powered by Microsoft® Windows® CE 3.0 and with an Intel® StrongARM® processor and image capture capabilities, it is both versatile and expandable. Although light, it is extremely rugged, making it ideal for in-transit applications.

Amtrak ordered nearly 900 Dolphins, representing an investment of £1 million over two phases of implementation. UniQue ID were consulted over the implementation of the new solution for Amtrak, and provided comprehensive support for the equipment following installation. "Unique ID was already one of our partners, as they had been responsible for maintaining our old equipment," says Phil Young. "We knew that they really understood the various issues associated with bar code scanning. We were therefore delighted when we learnt that they have such a close relationship with Hand Held Products, and could roll the system out for us."



Littlefoot Limited, a company that specialises in proof of delivery and tracking solutions, was contracted to develop the software for the new system. The result was a proof of delivery system that incorporates the full UK postcode database. This enables Amtrak's drivers to validate the address on any parcel, which in turn will improve efficiency and aid driver performance.

Amtrak decided to trial the new system for eight months in three of its depots - in Walsall, Swindon and Telford. The Dolphins are used by the drivers to read the bar codes on any parcels they are delivering or collecting. The bar codes contain information such as the consignment number; the delivery address; and customer details. The information from the scanners is used by three systems: a back-end billing system; a customer-facing system (for Customer Relationship Management); and Amtrak's state-of-the-art automated sorting system - the most sophisticated machine of its kind in Europe.

The Dolphins' image capture capability is very important for proof of delivery and proof of collection. "For example," continues Phil, "if we go to a house to collect a parcel and no one is in, we can take a photo of the door to show that we have been there. Equally, if we collect a damaged parcel, we can capture a picture of that at the time for claim purposes. Finally, the Dolphin units also help us to track the progress of the parcels."



## The Benefits

The initial trial was highly successful, and the Dolphins proved very popular with the drivers. Phil observes: "The new system will help us towards our goal of an enhanced customer experience. It will also increase our productivity and profitability, as it will enable us to move more parcels in a shorter time."

Phil concludes: "We have had excellent service throughout from Hand Held Products, UniQue ID and Littlefoot on this project. They are all making an important contribution to our continuing drive towards even greater success in the future."