

Presse-Distributions-Gesellschaft mbH & Co. KG

As one of the leading service providers in media distribution, PDG counts on Point Mobile's rugged mobile devices for full data transparency.



Every day a total 135 tours generate data in realtime: PDG uses rugged Point Mobile devices to track, scan, and to keep records of their goods. This ensures on-time delivery of press products to 8,000 stores around German central area.

Customer

- Presse-Distributions-Gesellschaft mbH & Co. KG

Country

- Germany

Industry

- Logistics

Service Partner

- PCA Mobile GmbH

Solution

- Point Mobile PM80/PM85
- Point Premium Care
- EmKit
- PULS

35,000
boxes per day

135
tours per day

170
PM80/PM85 Android



Introduction

The Presse-Distributions-Gesellschaft (PDG) belongs to a nationwide network of press wholesalers, which are responsible for a reliable flow of press products from publishers and print shops to the retailers. For full data transparency, PDG is using mobile data collection devices as an important advantage in the highly competitive market segment of wholesale traders. In 2019, PDG has chosen Point Mobile devices already for the second time.

Challenge

Using data collection devices is not a novelty for PDG: In the late 1990s they started using mobile devices and implemented a package tracking system via barcodes, that made PDG a pioneer in a rather conservative industry. Back then, this enabled PDG to optimize routes and to collect relevant data for monitoring the efficiency of each tour. The technical features were limited however: Data transfer was only possible offline with docking stations and the IT department had to process the data manually. By 2015, Windows Mobile had slowly reached the end of its possibilities - migrating to a newer operating system and the usage of webservices for real-time communication became a necessary and important step for the wholesaler. Moving to Android without any prior experience was risky, but at the same time a big advantage given the sophisticated features the operating system offered: Faster processing power, easy-to-use interfaces, improved camera, LTE and GPS functions plus many more.



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The biggest success of the project was receiving real time data at higher quality.
- Manuel Grüttemeier,
IT-project leader

Success Story | Presse-Distributions-Gesellschaft mbH & Co. KG

Solution

For the software part, the well-known CONCEPTNET GmbH from Regensburg, Germany was chosen. The key criteria for the mobile device were a large screen, good haptics and, due to its intense usage in rough environments, superior ruggedness. As 35,000 boxes are delivered each day, a high-performance scan engine was “must-have”. Among a bidding competition with four other manufacturers, Point Mobile came out on top with the PM80. Back then and present the numerous pre-installed Tools of the EmKit™ (Enterprise Mobility Kit) support the set-up and the maintenance of the devices. Additionally, PDG invested in the Mobile Device Management (MDM) solution SOTI MobiControl, installed and configured by PCA Mobile GmbH in Düsseldorf, Germany.

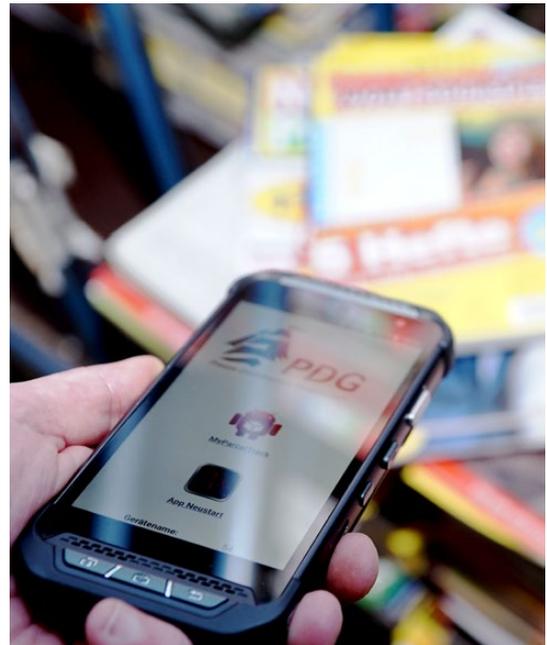
From then on, the new system provided real-time information about finished tours in the morning. Per day PDG receives data of 135 tours: “Every data record is important because the whole company is working with it”, says Robert Biernacki, leader of the logistics department at PDG. “The driver uses the tracking function as a proof of delivery both for himself and for the customers”, adds Manuel Grüttemeier, IT project leader at PDG. If a customer claims a shipment is missing, the digital stamp and a barcode are used to prove the driver was actually there.

If a box has to be returned, a sticker with a barcode will be attached to it and then scanned by the driver. Additionally, the driver can take a photo in high resolution to keep record for the back office. If a wrong product is scanned, the app saves the location data and the driver will be informed it is the wrong box alongside further instructions. These features are essential in an industry where the driver rarely meets the actual customer.

The press market has been changing for many years and smaller wholesalers merge - while at the same time publishers reduce the runs. It is crucial for companies like PDG to react to these changes and implement ergonomic processes and constantly optimize routes. After merging, new tours are being taken over and then optimized in accordance with existing ones. That way, thousands of kilometers are saved year after year, which is not only good for profitability, but has positive environmental effects.

Due to the success of this project and the reliability of PM80, Point Mobile was chosen once again for the next generation of mobile devices. The PM85 is IP67 certified and withstands drops from up to 1.8m. It is also more powerful and runs on a newer Android version. Another important factor was the PULS program, which extends the life cycle of Android-based Point Mobile devices to up to seven years after product launch. During this period, there is a constant supply of security patches, bugfixes and upgrades to newer Android versions. The extended service period is a massive advantage compared to other manufacturers, especially consumer smartphones.

Knowing that every device can break at some point, a service level agreement “Point Premium Care” was closed. All repairs and maintenance tasks are covered within short turnaround times by the experts of Weilandt Elektronik GmbH in Essen, Germany. Since the drivers work every day of the week, a swap pool is necessary to ensure permanent availability of devices. Deploying repaired devices has become an easy task using the Scan2Set tool from the EmKit, while the integration into SOTI is done mostly automatically. “All I have to do is enter the tour number - a huge improvement against the previous system”, explains Manuel Grüttemeier. Particularly remarkable are the reliability, usability and low administrative effort of the new system.



In 2019, PDG chose the new PM85 as a successor of the PM80. The new device features a better CPU, higher resolution display and supports newer Android versions.



PM80 with Android 5
The first version of PM80 featured Android 5, a 1D/2D imager engine and a 5in screen. Key features are IP67, 1.5m drop spec and programmable keys.



PM85 with Android 8.1
Featuring HD resolution and 1.8GHz, the new PM85 performs faster and more efficient than the PM80, while also being more rugged. A bigger battery with 5,800mAh lasts throughout the day without a recharge.