



## **Carroll Independent Fuel invests in the future with GeoCom TMS vehicle routing solution**

*Atlanta, GA, June 12, 2001* "Carroll Independent Fuel Company has entered into an agreement with GeoCom TMS to use the TMS Router solution to optimize their fleet delivery practices. Carroll is an innovative industry leader and will use GeoCom TMS Router technology to increase their competitive edge.

([PRWEB](#)) June 20, 2001 -- Mike Connelly, Operations Manager of Carroll said "The timing is right for us, our customers expect us to take a leadership position. With GeoCom TMS we will be able to offer more value in the way we serve them. We will make a big change for the better in the way we do business. We expect a large and fast payback through increased resource utilization and lowered operational costs."

Initial estimates call for a savings of 12% on delivery cost through deploying the TMS Router solution. The routing engine will not only optimize the sequence of the stops, but also free up the majority of the dispatcher's time that is currently spent on sorting tickets. The architecture of the system will allow Carroll to consolidate dispatching and increase control of the process.

"The TMS Router solution has a number of advantages that Carroll could not find in any of the competitive products. GeoCom TMS doesn't just automate the existing process. The unique combination of technologies used enables changes that add specific value and create a competitive advantage for the client. The product also contains specific functionality that is different. For instance, the dynamic sourcing functionality will help Carroll to manage their multiple re-load points within the optimization and the genetic algorithm will produce outstanding constrained sequences. In addition, the architecture allows cost effective deployment for growth," commented Christopher J. Russell, President of GeoCom TMS in the USA.

"Carroll will also utilize the TMS Maps' digital maps in the routing process. These maps are engineered by GeoCom TMS to understand road constraints such as bridges, turn restrictions, dead-end roads, medians, truck routes, etc. To get good routes, you need good maps. TMS Router produces efficient routes that can be trusted," stated Russell.

Paul Greenbeck, MIS Director of Carroll Independent, framed the new initiative in the following way: "The delivery of fuel is a highly competitive, commodity business. There is little to differentiate on externally. There are low market barriers, anyone who can afford the lease payment on a truck can go into business and start delivering to customers. How do you differentiate your product in this type of market? You have to look internally to find customer service and cost opportunities. By making the investment in GeoCom TMS we feel we can service our customers better and decrease our costs at the same time. This will make us more competitive and we can continue to grow in the market. The technology will become part of our strategic competitive edge."

### **ABOUT CARROLL INDEPENDENT FUEL**

Carroll Independent Fuel (CIF) is a multi-faceted fuel distributor that has been servicing the energy needs of the Baltimore area since 1907. Through the years, CIF has been growing and expanding its products and services to both commercial and residential customers. Carroll operates 60 + trucks that deliver home heating oil, kerosene, gasoline, propane and lubricants.



#### ABOUT GEOCOM TMS INC.

GeoCom TMS provides vehicle route optimization, territory designing, tracking and communication software. GeoCom TMS designs, implements and supports software tools to optimize productivity, increase the quality of customer service and integrate with the current daily logistics operations of customers supporting a transportation component in their business. GeoCom TMS products integrate with most supply chain vendors and are multi-lingual. TMS Router™ is a highly scalable client/server application, designed to handle very large and complex routing problems.



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