

Coles chooses ORTEC for new logistics system

Sydney, 10 December 2012 - ORTEC has announced that Coles has selected and implemented ORTEC's routing and scheduling solution to improve the efficiency of its secondary distribution operations. Coles will use the ORTEC Transportation & Distribution (OTD) software to optimize transportation loads, trips and routes, and to despatch those trips through an on-board computer to the driver, without compromising safety. Based on real-time updates from the driver's on-board computer, ORTEC's software continuously optimizes trips and gives recommendations to planners and drivers. Sophisticated algorithms consider an extensive range of goals and constraints, including traffic congestion, to enable customers to achieve high service levels at minimum cost. Quote from ORTEC Alan Thomas, Joint Managing Director of ORTEC Australia & New Zealand, said: "We believe we can contribute substantially to helping Coles achieve major improvements in its logistics operations. Coles' decision cements ORTEC's position as a leading provider of transportation planning and scheduling systems in Australia and New Zealand. Coles joins major retailers such as Walmart, Tesco and Carrefour in using ORTEC to optimise secondary distribution." ENDS About Coles Coles is a leading national food, liquor and convenience retailer in Australia. Coles employs more than 102,000 team members and handles over 11 million customer transactions a week across different brands, which include Coles and Bi-Lo supermarkets, Coles Express, 1st Choice Liquor Superstore, Liquorland, Vintage Cellars and Spirit Hotels. Coles is part of Wesfarmers Limited. About ORTEC ORTEC is one of the largest providers of advanced planning and optimisation software solutions and consulting services. ORTEC systems optimise fleet routing and despatch, vehicle and pallet loading, workforce scheduling, delivery forecasting and network planning. ORTEC has over 1,650 customers worldwide and employs over 650 employees and offices in Europe, North America, Australia and Asia. For more information, visit www.ortec.com. Media contact: Alan Smith, +61 404 432 700 Issued on behalf of ORTEC Australia & New Zealand.

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