Companies are increasingly realising that transport can have a major influence, not only on customer satisfaction but also on cost patterns, flexibility and sustainability. And transport optimisation offers unique opportunities for innovation in these areas. Together with Ortec, international provider of advanced planning software, Supply Chain Movement has created a mindmap to outline the route, including road signs indicating potential hazards along the way.

**Mindmap for strategic transport optimisation**

- **Market Trends**
  - New technologies
  - Increased fuel costs
  - Changes in consumer behavior
  - Increasing impact of transport

- **Transport Characteristics**
  - More choice of delivery options
  - Better communication about delivery
  - Growing retailer market
  - Better legislation

- **Implementation**
  - Focus on sustainability
  - Increased customer demands

- **Optimization Concept**
  - Real-time planning
  - More reliable logistics concept
  - Decreased burden

- **Optimization Triggers**
  - More sustainable society
  - Higher productivity required
  - Tighter legislation

**MINDMAP MANUAL**

- **Not only do certain key market trends have a direct link to transport, such as fuel prices and increasing customer demands, but the growing population and tighter legislation are also having an impact.**
- **The first step on the mindmap outlines the external triggers for transport optimisation and provides insight into the strategic importance of transport.** The trends force companies to take action. **Plan.**
- **The second step on the map indicates the impact of the market trends on a company’s transport characteristics. This is the company’s plan should take account of these trends:** Sector, type of product and the characteristics of location/warehouse/distribution centres. **Input.**
- **In step 3, a company selects transport optimisation concepts based on the first two steps. Transport planning software can handle calculations for several concepts (such as cross-docking and direct store delivery) as well as numerous rounds of optimisation (such as planning of routes, labour, and backhauls and loads).** **DO.**
- **Once the concept has been decided, the company can move on to implementation:** **Check.**

**Check the actual implementation of the transport optimisation activities based on all the decisions made in the previous steps.** This can be optimisation at strategic, tactical, operational or even real-time level. The most common outcomes are higher profits, lower costs, better customer decision making, higher customer satisfaction and a more sustainable society. With the right planning tools, a company can serve the market better.