



DISTRIBUTION



45
VEHICLES

125
EMPLOYEES

A-Brands

Heineken
PepsiCo
Red Bull
Johnny Walker
Frito-Lay
Vogue
L'Oréal
Yum! Brands

Aruba based Romar Trading uses Axxon Tracking to successfully prevent the theft of goods and unjustified or excessive overtime, in order to meet strict regulations for external audits, and more. Thus, improving customer service, reducing operation costs, and increasing efficiency in the process.

Romar Trading is the official representative, distributor, and leading food and beverage wholesaler for an extensive portfolio of premium brands on Aruba.

They represent various A-brands such as Heineken, Johnny Walker, Pepsico, Red Bull, L'Oreal, Frito-Lay, and are distributors for Yum! Brands (KFC, Pizza Hut, and Taco Bell) on Aruba.

With 125 employees and a fleet of 45 vehicles they service their customer base on the Caribbean island.

The Challenge

With the lack of oversight and no insights into where the vehicles were it was difficult to manage the fleet and thus the distribution operations efficiently.

“We suspected misuse of our vehicles and we were dealing with our sales agents doing regular overtime. But we had no means to check or control both issues.”

-Gwendly Winklaar,
Head of Security



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The Solution

Axxon Tracking installed GPS Trackers throughout their distribution fleet in order to track the current location and route history of all vehicles. Romar Trading uses our dashboard with real-time routing and reports showing when assets are at a delivery point and for how long.

The Outcome

As it turned out some drivers were driving the scheduled daily route in a different order and making unauthorized stops. They stopped two kinds of theft by monitoring and managing their fleet with Axxon Tracking: When a client does not check the delivery amount, for example 20 cases, the driver only unloads 18 cases and takes 2 cases for themselves.

“

The benefit of Axxon Tracking is getting data fast. We know what conditions are like right now, not what it was like 15 or 30 or 60 minutes ago.”

Gwendly Winklaar

*Head of Security
Romar Trading*

Products that were nearing their expiration date were taken instead of being brought back to the warehouse to be properly disposed of.

On both occasions the stolen goods were then sold outside the delivery route, this could be identified through our scheduled reports with full route history.

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The Outcome

Continued

As a distributor for Yum! Brands they have to deal with tight audits in quality and product control. Dealing with perishable products, timely delivery is critical. When products have been outside a temperature critical parameter they cannot be sold anymore and have to be disposed of properly.

Using the system, we identified and stopped a driver that was making regular unauthorized personal stops and turned off the cooling system during that period, rendering the products unusable.

“

We had no idea that there was so much vehicle misuse happening right under our noses. Axxon Tracking helped us find out about the ongoing vehicle misuse so we could put an immediate stop to it.”

Gwendly Winklaar

*Head of Security
Romar Trading*

Axxon Tracking provides key insights and is at the heart of Romar Trading's distribution operations.
Discover how fleet management technology can improve your business.

+5999 563 1314
SALES@AXXON.CO