

# frischBack GmbH

"We have been successfully using OPTITOOL as a trip planning software since 2007. The migration to the new version OPTITOOL BAK/4 in 2017 brought a high efficiency for planning&controlling in our company thanks to its numerous additional functions".

Maik Sacher, Fleet frischBack GmbH



## Why did you choose OPTITOOL BAK/4?

After having successfully planned our trips with OPTITOOL BAK/3 for ten years, we decided in 2017 to migrate to the new version OPTITOOL BAK/4, which is multi-user capable and enables scenario planning. We can now plan several variants and, for example, simulate a fleet change or a relocation or closure of a location as well as analyse effects.

Furthermore OPTITOOL BAK/4 has a tabular trip view especially for standard trips. This tabular trip commander view offers the possibility to save trips as html and, for example, to edit them in Excel and to evaluate data. Previously the table can be configured according to your needs.

Another reason for introducing the new version was the toll model, which also considers the federal road toll when calculating trip costs.

An important reason why we would choose OPTITOOL again and again is the excellent support. We were always supported reliably and in a flash when migrating, installing and using OPTITOOL. The support and development teams are doing a very good job. Thank you!

## What are the special requirements?

For the centralised delivery of our bakery products, it was necessary to replan the area on the basis of standard trips. Orders with standard trip numbers can be imported into OPTITOOL BAK/4. After importing the orders, the orders are planned according to the standard trip number. Especially for daily driven standard trips we achieve a lower dispatching effort and shorter planning times.

Another requirement was to correctly map the transport process in baked goods containers. The OPTITOOL consulting team also implemented this requirement well by subdividing the vehicle according to the container volumes and thus calculating a realistic vehicle utilisation.

## Our result

- Optimal standard trip planning with less dispatching effort
- Significant savings in transportation costs
- Improved controlling

## frischBack GmbH

### Overview

Medium-sized bakery with a regional tradition  
founded in 1952  
more than 700 employees  
36 active trips to be planned

### Locations

Production plants in Arnstadt and Schmalkalden  
More than 130 specialist shops in Thuringia, Saxony, Saxony-Anhalt, Hesse and Bavaria

### Description

In our production plants we bake a wide range of fresh products every day: from bread to cake dessert. Every day we supply our specialist shops as well as large and small institutions and facilities from these production plants.

We obtain our raw materials exclusively from the region. Grain for our flour grows mainly in the plains of the Thuringian basin. The dairy products are delivered to us from Erfurt.



OPTITOOL GmbH  
Im Gewerbepark D85  
93059 Regensburg  
[www.optitool.de](http://www.optitool.de)