

Case study

ABX Express (Malaysia)

ABX Express Realizes
Real-Time Benefits
with Intermec Mobile
Computers



At a glance

Industry: Transport & Logistics

Application: Field Service

Product: Intermec CN3, 350 units

Partner: Grand-Flo Spritvest Sdn Bhd,
Malaysia

ABX Express started its operations in Labuan, Malaysia in 1984 providing time-sensitive courier services to Malaysia and Brunei. In 2004, the company became the first Malaysian express provider to establish an international network covering more than 200 countries. Today ABX Express boasts a staff strength of 1,200 and 78 established service centers throughout Malaysia.

Transition to the digital world

Speed is of the essence to ABX Express, and the company's CEO Mr. Mohamed Ali Bin Noordin is well aware of that. Having worked in multinational courier companies before, he has seen how technology played a critical role in the express business. "The express business is not just about picking up from A and delivering to B in the fastest time. It doesn't end there. We have only completed the physical flow but more importantly there must be a data flow from A to B and then back to A so that we can keep digital track of the physical process," said Mr. Noordin. Since 1991, the company has invested heavily to automate every process in ABX Express, from setting up the back-end system to computerizing the customer care department and finally automating their tracking systems in order to provide real-time information to their customers.

"Now we are talking about a new era where customers want immediate access to real-time information," said Mr. Noordin. Without technology, that is not

possible. ABX Express had gone through three rounds of failed attempts in their digital crusade before they decided to bring it in-house. Outsourcing to third parties was simply not working out well for them. ABX Express' IT department is now a 7-man team dedicated to evaluating, improving and recommending better ways of managing the data flow in the company. Data capture is a critical component in this flow, which sets the company on the lookout for a device that caters to their needs.

A typical delivery process requires the courier to scan the package, arrange it according to his routes, print the delivery order and then deliver the package. Upon receipt of the package, the airway bill barcode is scanned and this information will be transmitted to the back office via GPRS.

ABX Express developed an in-house tracking system known as SMARTRAK® which captures all that information instantly and sends it to the back-end system which allows anyone to track their package, be it customers or ABX Express' customer service officers.

ABX Express needed a device that is not only light and rugged; it has to be flexible to work with SMARTRAK and easy enough for their couriers to operate. After some research and deliberation, ABX Express decided to go with Intermec's CN3 handheld computers.

Benefits in real-time capture

Intermec's CN3 mobile computers deliver a powerful combination of communications technologies in a compact, rugged package. With standard WiFi, Bluetooth and choice of integrated, network independent GPS receiver and WWAN voice and data services (including 3G EV-DO or EDGE), ABX Express is able to customize it according to their needs and requirements.

With CN3, couriers not only save time but there is also stark improvement in efficiencies and asset visibility across the entire operation. Mr. Noordin is able to stay connected with his mobile workforce in real-time as the device is GPRS-enabled. At the same time both couriers and service staff are able to access information at the point of work; especially for couriers as it allows them to tap into the information they need to work most effectively. With mobile intelligence at their fingertips, ABX has managed to increase customer responsiveness while also reducing transportation cost and time.

Another prized feature of the Intermec CN3 is its 2.0 megapixel colour camera which provides a vital data validation tool, enabling the couriers to document proof-of-delivery and quickly transmit



that data back to the office. Before the handheld devices, ABX Express could only manually scan the document after the couriers returned to the office. As they are always on the road, it is not uncommon to misplace or lose this document. With CN3 they can capture the image instantly which not only reduces human error but enables a more accurate information flow for reports generation.

"We started deploying CN3 about a year and a half ago and we are very happy

with the results so far. My couriers are more productive, so are my customer service officers as they have all the updated information when customers call. Overall Intermec offers us the opportunity to realize increased return on our mobility investment. At the same time it allows us the opportunity to deploy into new areas of business which was previously impossible," Mr. Noordin beamed happily. Going forward, he has more plans to automate even more processes with Intermec's products.

**North America
Corporate Headquarters**
6001 36th Avenue West
Everett, Washington 98203
Phone: (425) 348-2600
Fax: (425) 355-9551

**North Latin America
Headquarters Office**
Mexico
Phone: +52 55 52-41-48-00
Fax: +52 55 52-11-81-21

**South Latin America
Headquarters Office**
Brazil
Phone: +55 11 5502.6770
Fax: +55 11 5502.6780

**Europe/Middle East &
Africa Headquarters Office**
Reading, United Kingdom
Phone: +44 118 923 0800
Fax: +44 118 923 0801

**Asia Pacific
Headquarters Office**
Singapore
Phone: +65 6303 2100
Fax: +65 6303 2199

Internet
www.intermec.com
Worldwide Locations:
www.intermec.com/locations

Sales
Toll Free NA: (800) 934-3163
Toll in NA: (425) 348-2726
Freephone ROW:
00 800 4488 8844
Toll ROW: +44 134 435 0296

OEM Sales
Phone: (425) 348-2762

Media Sales
Phone: (513) 874-5882

**Customer Service
and Support**
Toll Free NA: (800) 755-5505
Toll in NA: (425) 356-1799

Copyright © 2009 Intermec Technologies Corporation. All rights reserved. Intermec is a registered trademark of Intermec Technologies Corporation. All other trademarks are the property of their respective owners. Printed in the U.S.A. 612009-01A 12/09

In a continuing effort to improve our products, Intermec Technologies Corporation reserves the right to change specifications and features without prior notice.

