

kmKeystone Solutions Inc Press Release

NOCO Energy Corp goes live on the Optrak vehicle routing software from kmKeystone Solutions

- Lubricant distributor set to achieve rapid ROI and customer service improvements

kmKeystone Solutions Inc (www.kmkeystone.com) today announced that NOCO Energy Corp. the North American distributor of industrial and commercial lubricants and engine motor oils is now live on the Optrak vehicle routing software. Optrak's superior optimization capabilities for the lubricants industry has enabled NOCO to slash the time spent planning, increase vehicle and compartment utilization while improving customer service.

NOCO went live with Optrak to plan vehicle movements from a single warehouse in December 2009 and within weeks it had been extended to cover four other warehouses. NOCO now uses Optrak to plan centrally for 26 vehicles with plans to add a further 26 vehicles across the USA and Canada. Since going live, Paul Melanson, Operations Manager, NOCO Lubricants has already seen major improvements. He says:

"We will reduce the number of vehicles and drivers that are needed to meet our delivery commitments by running more efficient routes and increasing vehicle and compartment utilization. NOCO has slashed the total time spent planning by 7 hours per day. Substantial cost savings will also be made by cutting fleet mileage and reducing our fuel requirements which also minimizes our carbon footprint. I anticipate achieving a rapid return on our investment in Optrak. The project will enable us to improve customer service and generate sustainable competitive advantage."

There are a number of areas where Optrak's unique functionality for the lubricants industry has proven useful:

Loading

Included in Optrak's specialized loading features is a loading chart for each vehicle. Optrak automatically manages all product compatibility constraints and selects the optimum compartment for each product which reduces the potential risk of contamination and cleaning costs.

Analyzing deliveries

NOCO use the Optrak software to carry out simulations to review how various elements of its distribution operation could be improved. Paul Melanson comments, "We now have the tools to review and optimize our fleet based on accurate and precise data. This gives us confidence that any changes are operationally sound and achievable."

Cutting costs with external carriers

Optrak has a time saving UPS carrier feature that automatically analyzes all orders that meet NOCO's predefined criteria such as weight, volume and size. Optrak then displays all orders that could potentially be delivered more cost effectively by a carrier. This helps to minimize costs for what might otherwise be uneconomic deliveries.

Paul Melanson added, "The service that we have received from kmKeystone has been truly exceptional. Their expertise in this industry is unmatched and right from the start the team made time to understand exactly what we wanted to achieve. They know how to deploy Optrak in a complex lubricants environment to enable us to drive our business forward. In many ways they understand our business better than we do! I would have no hesitation in recommending Optrak

and kmKeystone to any company looking for routing software, particularly those with compartmented vehicles.”

Steven MacLennan, Director of Operations at kmKeystone concluded, “Optrak’s routing software has been designed to manage the unique demands of the fuel and lubricants industry. The project at NOCO demonstrates how companies that need to plan multi-compartmented vehicles or move away from milk rounds can make significant improvements to operational efficiency and cut distribution costs.”

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About kmKeystone Solutions Inc

kmKeystone Solutions Inc. (www.kmkeystone.com) is the North American distributor of the award winning Optrak routing and optimization software. Optrak has been providing real business solutions to transport and distribution fleets for over 20 years.

Deployment of Optrak typically leads to a reduction of between 5% and 20% of transport costs. Administration is streamlined. Mileage and fuel consumption are minimized. Fleet utilization is increased. Management information and control is increased.

Optrak has been chosen by many of the leading companies in North America and Europe. Clients include NOCO Energy Corp., Fuchs Lubricants, Menzies Distribution, Delivery Co, Total, 3663 and Matthew Clark Wholesale.

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