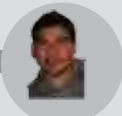


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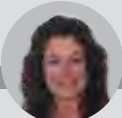
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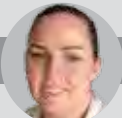
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# Ontime Earth efficiencies

**National transport firm, Ontime Group, has signed two major automotive-industry clients after winning contracts to provide delivery fleet services for Goodyear in Sydney, and Burson Auto Parts in Brisbane.**

Established in 1983, Ontime Group offers an in-house transport solution for companies that either run their own vehicles and drivers, or require deliveries within the capital cities of Australia. The firm also specialises in providing transport management, technology and analytics that deliver savings and efficiencies to clients.

Ontime general manager Walter Scremin says: "Sometimes there are benefits to using smaller companies over huge multinationals, including the ability to specialise in a certain area, to be more responsive, and to offer more personalised service."

**Ontime Group has created a leading GPS tracking technology, Ontime Earth, which is used by a range of car-sales companies to track vehicles and deliveries.**

"Ontime Earth is a critical component of the business, together with a couple of functionalities that we have created in conjunction with our clients in the industry, so it became easy for us to develop a tool in order to get clients on board," Scremin tells *AutoTalk*.

Ontime has close association with the biggest dealers in the country, such as AHG, AP Eagers, The Bayford Group, The Jefferson Group

and The Heartland Group.

"For example, with the Ontime Earth tool, we have worked with Pentana to create some solutions around QR barcodes for tracking and tracing capabilities, which provides greater value to dealerships or any of our clients.

**"Not only do dealers know where the driver is at any given time, but they get real-time information once a delivery is done, they also get to see in what order the delivery is done.**

"We can create efficiencies all the way from accounts payable, to the phone-room people, to the dispatch people, as everything is transparent. Anyone can log in to the system and see how many deliveries are left, what has been delivered and what hasn't, and also get proof of delivery," Scremin adds.

When asked how much more efficiently drivers work, and how that translates



Walter Scremin  
Ontime Group

to money and time saved on the road, Scremin tells *AutoTalk*: "Firstly, we have done extensive cost analysis and have calculated that if a

company using their own driver, and operating their own fleet of vehicles to do their deliveries, changes to us, they get a saving of 15 to 20% by outsourcing to Ontime."

He adds, "The second thing is that the transport part of an organisation is a necessary evil, so in order to be competitive they need to deliver parts promptly, which is where we come in. A lot of these companies are great at selling parts and servicing and

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selling cars, but they don't have logistics experts that take care of the logistics side of the business.

"For example, every time you get rid of a driver you are saving anywhere around \$70,000 to \$100,000. So every time we can cut a driver out of the system, simply because we have the technology to demonstrate why and how the business is putting money back into the bottom line."

**In terms of how he sees the automotive sales sector in relation to auto parts service, Scremin notes: "The automotive sector is going through big changes. There is no doubt that insurance companies are creating major disruptions in the marketplace, as are the major groups of panel-beaters that are now forming together, so I think there is tremendous change from a parts perspective."**

"Our view is that the bigger dealerships which specialise in parts are getting bigger, whether it be through acquisition or because the smaller ones are deciding to leave the market. It continues to be one of the most competitive industries that you will find anywhere, and service is absolutely critical to succeeding, and as a part of that there is not a lot of margin."

"The bottom line is if you are not delivering the parts when you say you are, then dealers will move on to someone else, and that's always been the same, with all the change that is occurring service has become a key point of differentiation."

"The other thing that is occurring is that whereas previously the dealership might have been delivering everything in a 10km

radius, they are now starting to deliver to much further destinations. Once again that can become a real efficiency issue if you are not handling it correctly, it can cost you a lot of money, so dealers' logistics requirements are becoming more and more difficult all the time," he notes.

**New contracts with Goodyear and Burson**

Recently Ontime tied up new deals with Burson and Goodyear, with the Goodyear contract partnership being a first for Ontime.

"It shows that smaller, boutique operators with specialist industry expertise, like Ontime Group, can have an edge on larger providers," Scremin says.

"Goodyear went from a one service a day to a two service a day model, and we needed to demonstrate how it could be achieved, and that's how we were successful in getting the extra work. We have employed more drivers for the extra work in relation to Goodyear. We see Goodyear as the beginning of a very long relationship."

**Meanwhile, the Burson Brisbane agreement extends a longstanding partnership between the two companies: Ontime Group has provided delivery fleets for Burson in Victoria for over 25 years. This will be the first time the two companies have engaged in Queensland.**

"The way the new venture came about was that Burson was using another carrier but found it wasn't getting the service that was required. That is when it came to us and asked for our help for Brisbane, and it has been very happy with the way it has worked,"



OnTime Van

Scremin adds.

**Scremin clarifies that Ontime is not a courier or a taxi truck company. "We have dedicated vehicles that work for a client all day, every day," he says.**

"To use the Burson example, we have drivers that do two deliveries each day to their stores, those drivers are hired to work specifically

for Burson. Meaning Burson gets the regularity of getting the same person every time, and it doesn't have to worry about all the issues associated with having a company driver or the vehicle fleet hassles. We support the entire business with KPIs, telematics, and a number of value-add services with our logistics expertise." ■

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