



# Minorplanet Lightning Freight Case Study

## Lightning Freight

Lightning freight is a privately owned company based in Seaham, County Durham. Established in 1996 by Mike Mortimer and his partner Julie Dobson, it has grown from a one manned operation, to a market leader in emergency express freight across the UK and Europe.

All the freight handled by Lightning Freight is regarded as 'urgent', and is organised in such a way as to ensure that it reaches its destination at the earliest, most economical time and using the most appropriate option available. This of course, depends upon the size of the load to be collected and delivered.

"We will always designate an appropriate vehicle and driver to each consignment." States Mike Mortimer, Director of Lightning Freight.

**"we use the system constantly, it is highly visible, and in continuous use, I doubt we could now manage without it. It is a fantastic sales tool"**

**Mike Mortimer**

With vehicles ranging from small vans up to 40ft Curtain Sided Artics, if required, Lightning Freight will use Air Craft, Helicopters, General Air Freight, Sea Freight and alternative Road Freight to ensure that cargo reaches its destination. "We can carry loads of any size – to and from anywhere in the world."

In order to meet customers diverse requirements Lightning Freight offer a part load service, and can arrange to have any number of pallets transported to any location within Europe. Although this may not be the quickest way to transport freight, it is still a very popular way to transport goods throughout Europe as it is a very secure and cost effective option.

Mike states, "We chose the Minorplanet VMI system because it appeared to be the best solution available." The GPS based system provided the company with all the functionality they required, the software proved easy to use. "We already had a system up and running, which was inadequate in comparison to the product Minorplanet were offering."

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Mike continues, "In our business customer's need the security of knowing where their freight is at all times, so a vehicle tracking and management system was imperative."

Every vehicle in the fleet is fitted with a Minorplanet GPRS tracking unit, from artics to small vans, relaying invaluable information to Lightning Freight and their customers. The VMI™ system is located within their Central Operations Department and, while visible via all PC's, is also run in real-time on a 42" plasma screen suspended from the ceiling, ensuring all vehicles are visible at all times no matter where they are. "We have set up watch boxes so that we know when our vehicles hit key points around the UK and Europe, the system alerts you by making a sound, making you aware that someone has entered a key-area or barred location."

"The system provides us with the location and speed our vehicles are traveling at, whether they are stopped and where."

This real-time information is absolutely vital when questions are being asked of deliveries, routes, stops and starts or any incidents, and helps the company to meet its legal obligations. Lightning Freight use the system to download specific reports detailing every aspect of a route, vehicle, job or driver, again invaluable to customers, and insurance companies if a vehicle is involved in any type of incident.

**"We would recommend the Minorplanet system to any haulier who needs live information on the location of their vehicles"**  
Mike Mortimer

"This system has assisted us with accident claims, invoice queries, salary issues, the uses are endless."

"Since having the upgrade and plasma screen installed, we use the system constantly, it is highly visible, and in continuous use, I doubt we could now manage without it. It is a fantastic sales tool."

Mike continues "Overall it has to be said that they have been brilliant, their installation team has been tremendously helpful and friendly, their customer services team are quick to respond to any issue and our account manager is always on hand to assist and support us whenever we have a problem or query."

Mike has even made use of the system while soaking up the sun in Santa Ponsa, where he monitored the activity of the fleet from a sun lounger by the pool, using VMIwebtrack, another reason why he chose the Minorplanet system "it's accessible any time, any place, any where."

"We would recommend the Minorplanet system to any haulier who needs to track, monitor and provide their customers with live information on the location of the vehicle carrying their goods" concludes Mike.