Case study

Now we can deliver concrete 5 minutes faster

How Holcim uses location to improve safety, sustainability and customer satisfaction

Holcim needed
Speedier, more efficient concrete delivery

HERE delivered
Smart routing and navigation, real-time visibility

Holcim gained
Safer, greener, happier customers
Holcim needed

**Speedier, more efficient concrete delivery**

Holcim provides hundreds of millions of tons of concrete to construction projects around the world.

The shelf-life of a batch of concrete is 90 minutes. If delivery occurs 91 minutes after batching, even a good load of concrete can be unusable. It’s critical that every step from planning to execution be mapped out to ensure its delivery from the batch plant to the construction site happens smoothly with no interruptions or delays.

Complex challenges of concrete delivery:

- Concrete has a short shelf life
- Concrete trucks are heavy and hindered by re-routing restrictions
- Delays need to be anticipated to help mitigate loss
- Exact location at the construction site is needed to avoid delay
- COVID-19 limits in-person interactions

Reducing green-house gas emissions in construction is a key component to ensuring a sustainable planet. Holcim has made a ‘net zero climate pledge’ with science-based targets. Minimizing carbon emissions in concrete delivery represents a strong opportunity for Holcim to help meet their ambitious goals.

Witness real-time delivery through the eyes of a driver, dispatcher and construction foreman.

“Being on time within minutes is a key ingredient for efficient and sustainable construction of the future.”

Philipp Leutiger, Chief Digital Officer, Holcim

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**Why HERE?**

**Innovation**
A location platform to accelerate development with built-in privacy.

**Excellent support**
Strong professional, technical and industry expertise provided by HERE to maximize outcomes for Holcim and their customers.

**Quick & easy integration**
Holcim easily integrated HERE location data and services to enrich its ConcreteDirect app.

**Completeness**
HERE’s rich portfolio enables Holcim to reach a whole new level of granularity in routing and navigation.

**Partnership**
HERE and AWS provide a strong infrastructure that shifts the entire business to the data-driven cloud at a global level.

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Want to talk? We do, too. [Get in touch here.](#)
The Holcim ConcreteDirect mobile app is powered by HERE location technology and AWS Cloud Computing Services.

**HERE delivered**

**Smart routing and navigation, real-time visibility**

HERE has helped the Holcim Digital Development team integrate up-to-the-minute location data into their customer-facing application, ConcreteDirect, which delivers value to consumers across every aspect of the engagement.

Navigating unfamiliar cities can be challenging, even for senior drivers. HERE routing removes the guesswork and provides trustworthy calculations for the quickest, most direct route after considering all the limiting factors in real-time.

Project engineers can also better manage their deliveries with access to the real-time location and ETA of their delivery trucks. This information allows them to prepare the pour site for delivery, avoid bottlenecks at the gate and accurately guide the trucks to the pour site’s location - all without needing to manually communicate with drivers.

**The HERE pathway to digital innovation**

HERE enjoys engagements with leading companies in a full range of industries around the world. Insights into best practices and innovation from across industries is applied to specific customer engagements. With a powerful location platform that combines enterprise-grade location data, services and tooling, HERE looks for ways to help customers innovate. HERE also offers the development support that allows for easy integration of HERE data with customer data to deliver applications that impact end-users in meaningful ways.

Holcim’s ConcreteDirect solution is a direct result of this kind of engagement.

“With HERE, we have a partner on board who’s able to provide mapping and navigation services across our global footprint; and with AWS, we have the technology components that we need to shift our entire business to the data-driven cloud, allowing us to realize the innovation roadmap we set for ourselves.”

Philipp Leutiger, Chief Digital Officer, Holcim
Holcim gained

Safer, greener, happier customers for continued market leadership

Continual digital innovation using location data and a technology platform enhanced brand positioning, as Holcim remains poised to meet the growing demand for construction with customers around the world.

“At Holcim, we spend billions of dollars on logistics every year, transporting hundreds of million tons of product to construction sites. Understanding roads, road traffic and navigation is a key element to making our operations more sustainable and more efficient.”

Philipp Leutiger, Chief Digital Officer, Holcim

Philipp and his team have developed a platform with the customer in mind: “Serving our customers’ needs and adhering to service levels has always been central to Holcim, but now, through our partnership with HERE and our ConcreteDirect platform, we’ve been able to take our business related data and the operating decisions to a whole new level of granularity, which allows us to further improve the way we serve our customers every day.”

Working safely in 2020

The ConcreteDirect app has allowed Holcim customers to keep critical construction activity going without compromising the need for social distancing. Between March and October of 2020 orders through the app have tripled, while nearly half a million touchless deliveries took place.

The results

- 3x more orders through online engagement
- 5-Minute faster delivery saved time translates into lower carbon emissions
- Safer, on-time deliveries with an app they can trust, drivers enjoy an enhanced driving/delivery experience

Want to talk? We do, too. Get in touch here.
Want to accelerate your digital transformation?

You probably have some questions first: How can a location platform help? What types of data and services does HERE provide? Are they easy to integrate?

Get answers

You may also be interested in

- **eBook**
  Ready to reach your sustainability goals?

- **On the blog**
  See how HERE Technologies solves truck-specific routing challenges

- **eBook**
  Efficiency versus safety?

- **Industry Report**
  HERE ranks #1 again in Omdia's Location Platform Index

### About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit [360.here.com](http://360.here.com) and [www.here.com](http://www.here.com).

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