

MASTER CLASS ON:

# Strategic Vehicle Fleet Management

Practical solutions to challenges in fleet operations and planning – a 1-day Workshop

For the first time in Poland with the Workshop for fleet managers: Paul Lauria – the President of Mercury Associates Inc., the largest dedicated vehicle fleet management consultancy in North America.

The workshop will be an excellent opportunity for Polish fleet managers to familiarize with the world class standards, good practices and methods in the fleet management. The long-term strategic fleet planning issue will be discussed based on the real-life case studies and consulting experience of Paul Lauria.

The aim of the workshop is not to learn particular fleet management methods, but give participants a new, fresh look at the strategic fleet management planning issue, inspiring them to extend their managerial toolkits.

DATE:

**13/05/2014**

VENUE:

The Institute of Logistics and Warehousing  
Poznań / 6 Estkowskiego Street

LANGUAGE:

English



## Who should attend:

- Logistics and Transportation Service Providers
- Cargo / Freight / Transport / Relocation Companies
- Courier / Delivery and Postal Services
- Government & Public Institutions / Municipalities
- Production / Trading / Service Companies
- Car Fleet Management (CFM) Companies
- Military / Police / Fire Brigade / Ambulance Organizations
- Finance / HR / Purchasing / Maintenance Departments responsible for vehicle fleet planning, purchase, coordination, etc.



*Paul T. Lauria will be also a key-note speaker on the Polish Logistics Congress LOGISTICS – check the full programme on: [www.logistics.pl](http://www.logistics.pl)!*

Organizer:



Co-Organizers:



Instytut Logistyki i Magazynowania



MERCURY

## Contact:

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## Your Expert Trainers:



**Paul Lauria** - the President of Mercury Associates, Inc. ([www.mercury-assoc.com](http://www.mercury-assoc.com)). Over the last 30 years, he has provided consulting and management training services to hundreds of corporate, investor-owned utility, and federal, state, and local government fleet operations touching on virtually every facet of fleet management.

This includes the conduct of training programs throughout North America and in the Caribbean, Europe, the Middle East, China, India, Southeast Asia, and Australia. His particular areas of expertise include fleet optimization, fleet management program evaluation, strategic business planning, cost of service determination and optimization, determination of optimal vehicle replacement cycles, fleet replacement planning and capital financing alternative analysis. Before co-founding Mercury, Paul was a Vice President in Maximus, Inc., a publicly held management consulting firm, where he served as the national director of fleet management consulting services. Before joining Maximus in 1992, he was a Senior Manager in the National Transportation Consulting Group of Ernst & Young, which he joined in 1984. Prior to this, he was a transportation program analyst with the North Carolina Department of Transportation and Durham (NC) Transit. He holds a Master's Degree in Transportation Planning from the University of North Carolina at Chapel Hill.

**Selected Mercury's clients:** *Private Sector:* 3M, ARAMARK, Bell Canada, Cox Enterprises, Ecofrotas (Brazil), Genentech, GlaxoSmithKline, Hovensa, Kofola (Czech Republic), Schindler Elevator, Shell Canada, Toyota Tsusho, Disney World, Siemens, General Motors, etc; *Public Sector:* The US Army, The US Marine Corps, The Departments of Homeland Security (Interior and State), NASA, California State, Florida State, New York State, City of Houston, City New York, City of Philadelphia, City of San Francisco, City of Seattle, etc.



**Adam Redmer** - the assistant professor at the Poznan University of Technology (PUT) in Poland since 1998. His research interests include transportation and warehousing analysis and optimization, fleet management and optimization, inventory analysis and optimization, modelling and redesign of distribution systems, process analysis and redesign. While working for the PUT, Adam

cooperated with many other companies and institutions including: Institute of Logistics and Warehousing Poznan Poland and ABC Academy Ltd Poznan Poland (as a consultant); Center of Logistics Education Ltd Poznan Poland, Manager's Academy Ltd Poznan Poland, Academy of Management Sopot Poland, ECR Poznan Poland and WYG Consulting Warsaw Poland (as a trainer – almost 70 open / dedicated courses and workshops delivered). Adam received his MSc in road transportation (1998) and a PhD in transportation (2004), both from the PUT. He also studied at the University of Porto Portugal in 2000/2001 (the PhD fellowship focused on optimization, decision aid and management in transportation) and participated in two international internships in the area of fleet management (at Mercury Associates, Inc., USA, 2013 and at the University of Texas, USA, 2012).

Adam has a very wide research (more than 20 projects) and consulting (more than 10 projects) experience. He published more than 40 papers and conference presentations in the area of transport, distribution, optimization and decision aid methods. He is/was a fellow of The National Association of Fleet Administrators (NAFA), USA – 2013, Polish Logistics Association (PTL), Poland – since 2001, EURO Working Group on Transportation (EWGT), Italy – since 2000.

## AGENDA:

**9:00 AM – 4:45 PM**

*NOTE: The Workshop will be in English only.*

### 1. Introduction of Delegates and Identification of Their Key Concerns (30 minutes)

### 2. Introduction to Strategic Fleet Management (60 minutes)

- Elements of an Effective Fleet Management Program
- Key Industry Trends
- Organization of Fleet Management Activities

### Break (15 minutes)

### 3. Managing Fleet Costs (90 minutes)

- Determining Fleet Management Costs (case study)
- Vehicle Capital Costs
- Vehicle Operating Costs

### Lunch (60 minutes)

### 4. Fleet Replacement (90 minutes)

- Determining When to Replace Vehicles (case study)
- Developing a Long-Term Fleet Replacement Plan (case study)
- Understanding Alternative Capital Financing Methods (case study)

### Break (15 minutes)

### 5. Fleet Management Information Systems (FMIS) (30 minutes)

- ERP\*/EAM\*\* Systems versus FMIS
- Applications of Computerized Data

### 6. Performance Measurement and Benchmarking (60 minutes)

- Measurement of Fleet and Fleet Management Performance
- Group Exercise – Defining Key Performance Indicators

### 7. Wrap-up and Adjournment (15+ minutes)

\* ERP: Enterprise Resource Planning Systems (e.g. SAP, Oracle)

\*\* EAM: Enterprise Asset Management Systems (e.g. Maximo)

**Participation fee:**

**650 PLN (net) + 23% VAT**