

Case study

Now we can deliver concrete 7 minutes faster

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

here

aws

ECOPact
The Green Concrete

Holcim needed

Speedier, more efficient concrete delivery

[Read more](#)

HERE delivered

Smart routing and navigation, real-time visibility

[Read more](#)

Holcim gained

Safer, greener, happier customers

[Read more](#)



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

Decarbonizing construction is key to building a future that works for people and the planet. Holcim has set science-based 2030 and 2050 net-zero targets. This includes a pledge to reduce downstream transportation emissions by 24% by 2030, optimizing routes and loads, and deploying EV fleets and more eco-friendly fuels.



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



About Holcim

Holcim is a global leader in innovative and sustainable construction solutions. Driven by its purpose to build progress for people and the planet, its 60,000 employees are on a mission to decarbonize building, while improving living standards for all. The company empowers its customers across all regions to build better with less, with its broad range of low-carbon and circular solutions, from ECO Pact to ECO Planet. With sustainability at the core of its strategy, Holcim is becoming a net-zero company with 1.5°C targets validated by the Science Based Targets initiative (SBTi).

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 Amazon Web Services (AWS) provide a strong infrastructure that shifts the entire business to the data-driven cloud at a global level.



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.

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 its customers innovate. Then, HERE offers the development support that allows for easy integration of HERE data with customer data on a global scale to deliver applications that impact end-users in meaningful ways. Holcim's ConcreteDirect solution is a direct result of this kind of engagement.



The Holcim ConcreteDirect mobile app is powered by HERE location technology and AWS Cloud Computing Services.



“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.”

Digitizing the customer experience

The ConcreteDirect app allowed Holcim customers to keep construction activity going during the COVID-19 pandemic 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 digital experience increased operational efficiency, supported a safe working environment and reduced the company’s use of paper order slips.



Holcim & HERE innovate concrete transportation

The results



More than 800,000 hours saved

across 200,000 job sites and 6.4 million loads



7-minutes faster delivery

time improves driver and job site efficiency, and reduces carbon emissions



Safer, on-time deliveries

with an app they can trust, drivers enjoy an enhanced driving/ delivery experience

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

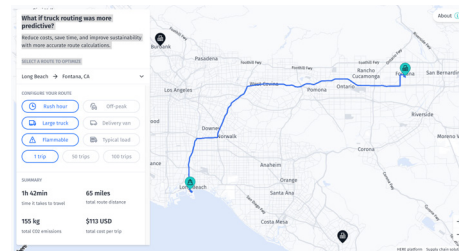
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▶ Solutions
Transform the way you plan journeys



▶ Demo
What if truck routing was more predictive?



▶ Case study
Read how HERE navigation tools enabled Rastret's software to plan smarter routes

About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com.

Want to talk? We do, too. [Get in touch here.](#)

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