Case study

**Now we can deliver concrete 5 minutes faster**

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

LafargeHolcim needed

*Speedier, more efficient concrete delivery*

HERE delivered

*Smart routing and navigation, real-time visibility*

LafargeHolcim gained

*Safer, greener, happier customers*
LafargeHolcim needed

**Speedier, more efficient concrete delivery**

LafargeHolcim 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 needed to avoid delay
- COVID-19 limit in-person interactions

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

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

Philipp Leutiger, Chief Digital Officer, LafargeHolcim

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 LafargeHolcim and its customers.

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

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

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

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

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The LafargeHolcim 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 into the data-driven cloud, allowing us to realize the innovation roadmap that we set ourselves.”

Philipp Leutiger, Chief Digital Officer, LafargeHolcim

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LafargeHolcim gained

Safer, greener, happier customers for continued market leadership

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

“At LafargeHolcim, we spend billions of dollars on logistics every year transporting hundreds of million tons of product to the 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, LafargeHolcim

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 LafargeHolcim, but now with our partnership with HERE and our ConcreteDirect platform, we’ve been able to take the data about our business and the operating decisions that are being taken to a whole new level of granularity, allowing us to further improve the way we serve our customers every day.”

Working safely in 2020

The ConcreteDirect app has allowed LafargeHolcim 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.

Holcim & HERE innovate concrete transportation

The results

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

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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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