# Case Study













**Company:** Groupe Danone is a household name across the world through its three core businesses - Fresh Dairy Products, Beverages & Cereal Products and by its individual product names such as 'Evian', 'Volvic', 'LU', 'Lea & Perrins' and 'Amoy'.

Groupe Danone ranks as one of the world leaders in the food industry

N°1 Worldwide in Fresh Dairy Products

N°1 Worldwide equally placed in Bottled Water (by volume)

N°2 Worldwide in Biscuits & Cereal Products

## Before Transwide & twCall-Off:

Prior to implementing twCall-Off from Transwide, Danone Waters UK partially managed the direct deliveries from Northern Europe (NEDC) via two tools - SAP & Access Database.



The principle functionality of the tool was to run a basic filter to determine whether the orders were viable for shipment from NEDC based upon the following rules:

- Customer relevant not backhaul
- Product relevant non UK SKU
- Lead time 3 days minimum / 4 days for Scotland
- French holidays
- Part pallet picks
- Minimum quantity of 18 pallets



#### ccess Database:

The relevant orders were sent via iDoc to the database where the data was shared between DEF & DWUK:

- DEF
- Stock check / availability (DEF owned plants)
- Transport planning
  - Haulier proposal
  - Haulier acceptance
  - KPI management
  - CMR & haulier payments
- DWUK
- Booking the shipments with the customers prior to haulier proposal
- Charging of shipping plant
- Import back to SAP via iDoc
- Creation of delivery notes
- Stock reconciliation with DEF

# **DWUK - Required A Complete Transport Solution:**



Integrated / automated messages to dedicated hauliers Pre-requisites:

- Automated collection point assignment (twSlot integration)
- Fully detailed shipping point (full UK customer address)
- Gross weight measure
- Full order detail
- Automated message communicated to hauliers
- Hauiler payment (out of scope)

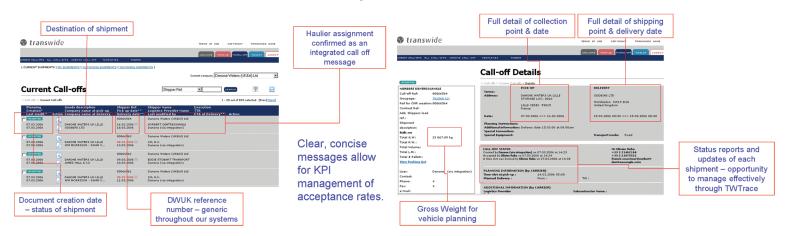
#### **DWUK Changes to Meet Above:**



Transactional SAP development

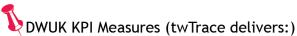
- Collection point assignment by order or by batch
- Haulier assignment by order or by batch
- Batch scheduled iDoc message in Transwide

### Transwide Features That Benefit DWUK:





- Easy to manage data from Transwide
- Key measures to start KPI's
- Excel format to manipulate data



- Non integrated solution (go live)
- ETA's
- Incident Reporting
- Real time status updates
- Reservation changes

# **Estimated DWUK Savings:**

- In house transport management system versus out sourcing to a 4PL operation
- Web based 'off the shelf' tool
- Challenge demurrage charges with accurate reporting data
- Secure service level
- Cost estimate based on people and not transactions
- Low IS architecture costs only 1 interface to manage for twCall-Off
- Reduction in additional charges (circa 0.5% of transport costs)
- Reduction in customer demands for lost profit

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ESTIMATED SAVING £300,000