

Case Study



Danone
twCall-Off
UK

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.

📌 SAP:

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

📌 Access 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
- Haulier 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:

The image shows two screenshots of the Transwide web application. The left screenshot displays a 'Current Call-offs' table with columns for planning, creation, destination, company name, shipper ref, pick up date, and shipper name. The right screenshot shows 'Call-off Details' for a specific call-off, including origin and destination addresses, dates, and gross weight.

Annotations with red boxes and lines point to specific features:

- Destination of shipment**: Points to the 'Company name at pick-up' column in the call-off table.
- Haulier assignment confirmed as an integrated call off message**: Points to the 'Shipper Name' column in the call-off table.
- Full detail of collection point & date**: Points to the 'Pick-up' section in the call-off details.
- Full detail of shipping point & delivery date**: Points to the 'Delivery' section in the call-off details.
- Clear, concise messages allow for KPI management of acceptance rates.**: Points to the overall layout of the call-off details page.
- Document creation date – status of shipment**: Points to the 'Creation' column in the call-off table.
- DWUK reference number – generic throughout our systems**: Points to the 'Shipper Ref' column in the call-off table.
- Gross Weight for vehicle planning**: Points to the 'Total N.W.' field in the call-off details.
- Status reports and updates of each shipment – opportunity to manage effectively through TWTrace**: Points to the 'CALL-OFF STATUS' section in the call-off details.



twCall-Off Reporting

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



DWUK KPI Measures (twTrace delivers):

- 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

ESTIMATED SAVING £300,000



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