



Load Optimization for a World Leading Beverages Company for Direct Store Delivery

CASE SUMMARY

A leading beverage and snack foods giant that was an early adaptor of the Direct Store Delivery model realized the need for optimized route planning and intelligent load planning to make the process efficient. Sonata designed a truck load planning algorithm fully integrated with the organisation's ERP and supply chain system to help facilitate this.

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

ABOUT THE CLIENT

A leading American Fortune 500 multinational corporation into the business of manufacturing and distribution of beverages and grain based snack foods across the globe

BUSINESS CHALLENGE

- Client was an early adapter of Direct Store Delivery model for retail distribution
- As the number of routes expanded and the number of orders to be delivered per day increased, transportation costs went up.
- Economical delivery planning was a challenge, and resulted in operational challenges and delays in unloading at retailers' premises
- Optimized route planning and intelligent load planning was required in order to overcome the challenges.

SONATA'S SOLUTIONS

- Sonata designed a truck load planning algorithm that gives an optimized load plan, including the stacking rules for the pallets inside the truck based on first delivery first out, thereby increasing operations efficiency and reducing the unloading time at the retailer's premises.
- The solution is fully integrated with client's ERP and Supply chain system. The solution was implemented across its Distribution centers and Distribution channels in the UK.

BUSINESS BENEFITS

- Drastic reduction in transportation costs due an economical delivery plan.
- Improved dispatch and delivery efficiencies due to optimized load plan.
- Reduced delivery time meant client was able to plan additional routes per day, thereby increasing the number of deliveries per day and market reach.



ABOUT SONATA SOFTWARE

Sonata Software is a global IT solutions firm focused on catalyzing business transformation initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services. Sonata's solutions bring together new digital technologies such as Omni-Channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.



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