

How Duracell improved visibility on their outbound shipments

Duracell is a multinational company that produces batteries. The batteries are made in Aarschot, packed in Heist-op-den-Berg and then exported to more than 60 countries in Europe, Africa, the Middle East and other regions.

Logistic challenges

Duracell has a complex logistics operation to run, with a combination of different transport flows, carriers and a mix of parcel, FTL and LTL shipments. Managing these can be rather challenging and time consuming.

“One of the problems we had was that all information was scattered over different departments and legacy systems. And to be honest, it sometimes occurred that as soon as a shipment left the warehouse, we had no clue about the real-time shipment status.” Wim Farasyn, Logistics Operations Manager at Duracell told us.

So whenever they needed an update or when there was a problem, Duracell had to call or email the carrier or manually consult the carrier’s parcel tracking website.

“This is a common challenge we see in the market. Manufacturers have a reliable ERP backbone where they manage master data, production, orders and so on. But as soon as the ‘deliveries’ are ready to be sent to the carrier, ERP systems lack the flexibility to cope with the dynamics of transport execution. As a result, users tend to fall back on legacy systems like Excel with complex macros and Access databases” - René Kleber, Commercial Director at SupplyStack.

This is a time-consuming and rigid process that can be quite complex to manage. That’s why Duracell started to look for a more flexible transport management solution that would need to be tightly integrated with their ERP, centralizing all transport execution information in one place and providing real-time visibility on all shipments.

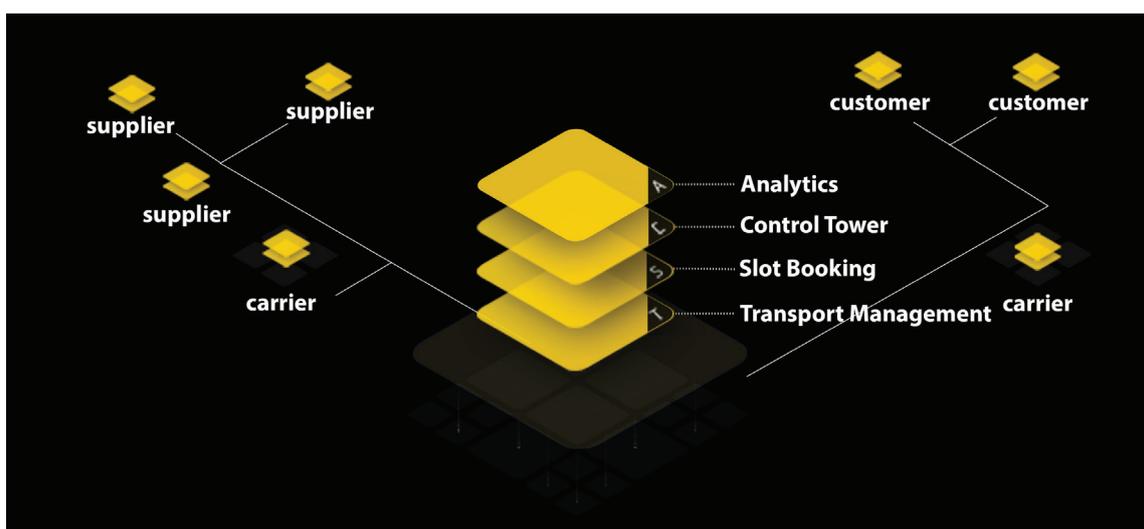
Together with Duracell we’ve set out a target to improve operational efficiency with 35% through process automation



Introducing Real-time Transport Management

Together with Duracell, SupplyStack set realistic goals, that could be achieved within their time-limit.

“We organized so called ‘deep dive sessions’ to clearly understand Duracell’s processes and needs. Based on these sessions we composed the ideal technology stack for Duracell. This is one of the important benefits of our modular solution - companies can tailor our solution to their needs.” - René Kleber.



“We wanted to go live with the SupplyStack solution within a few months to optimize the benefits as soon as possible. We knew it was challenging but SupplyStack was able to implement, train and go-live over a course of 6 months.” - Wim Farasyn.

“Within this timeframe we even developed new functionality which Duracell required to go-live.” complemented René Kleber. “Instead of doing customization specific for Duracell, we proposed an alternative path of co-creation.”

Why Duracell chose SupplyStack

When we asked Duracell why they chose to work with us, they told us that the reasons are threefold:

- **Functionality:** SupplyStack offers a solution that focuses on improving the visibility and the collaboration between the different parties in the transportation process. This makes it very easy to see the status of our orders.
- **Cultural:** we felt that there was a strategic fit between the two companies. SupplyStack has a young and dynamic team, that is focused on meeting the needs of shippers and manufacturers.
- **Price:** of course pricing is always an important factor in a selection process as well. SupplyStack may not be the cheapest solution out there, but they have a very interesting value for money proposition.