



Logistics Model **A Case Study**

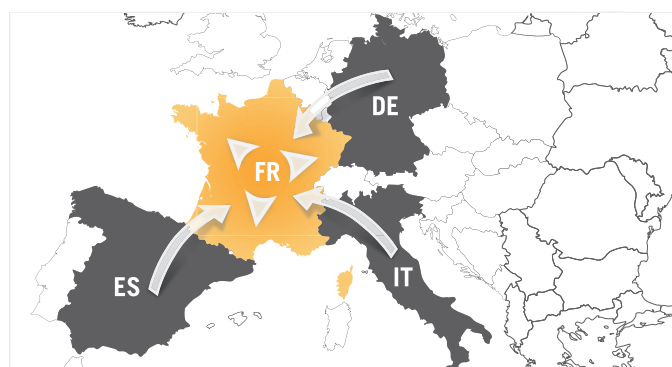


Logistics Model for Procurement and Distribution Logistics

The global operating company with leading brands and technologies in various business segments, e.g. in cleaning supplies, places its confidence in the performance of our logistics model. More than 100,000 consignments were already handled.

MISSION:

For the supply of the French market it is necessary to send goods from Germany, Italy and Spain to various sites of System Alliance Europe in France. Afterwards, the distribution to the respective target locations of the goods recipients in France takes place. Challenges are caused by the coordination of the network partners in the various countries for the procurement logistics, the distribution logistics with the French network partners, as well as the data and information flow between all companies involved in the transport. It is the goal to achieve the highest possible transparency in the supply chain for the customer and the involved partners.



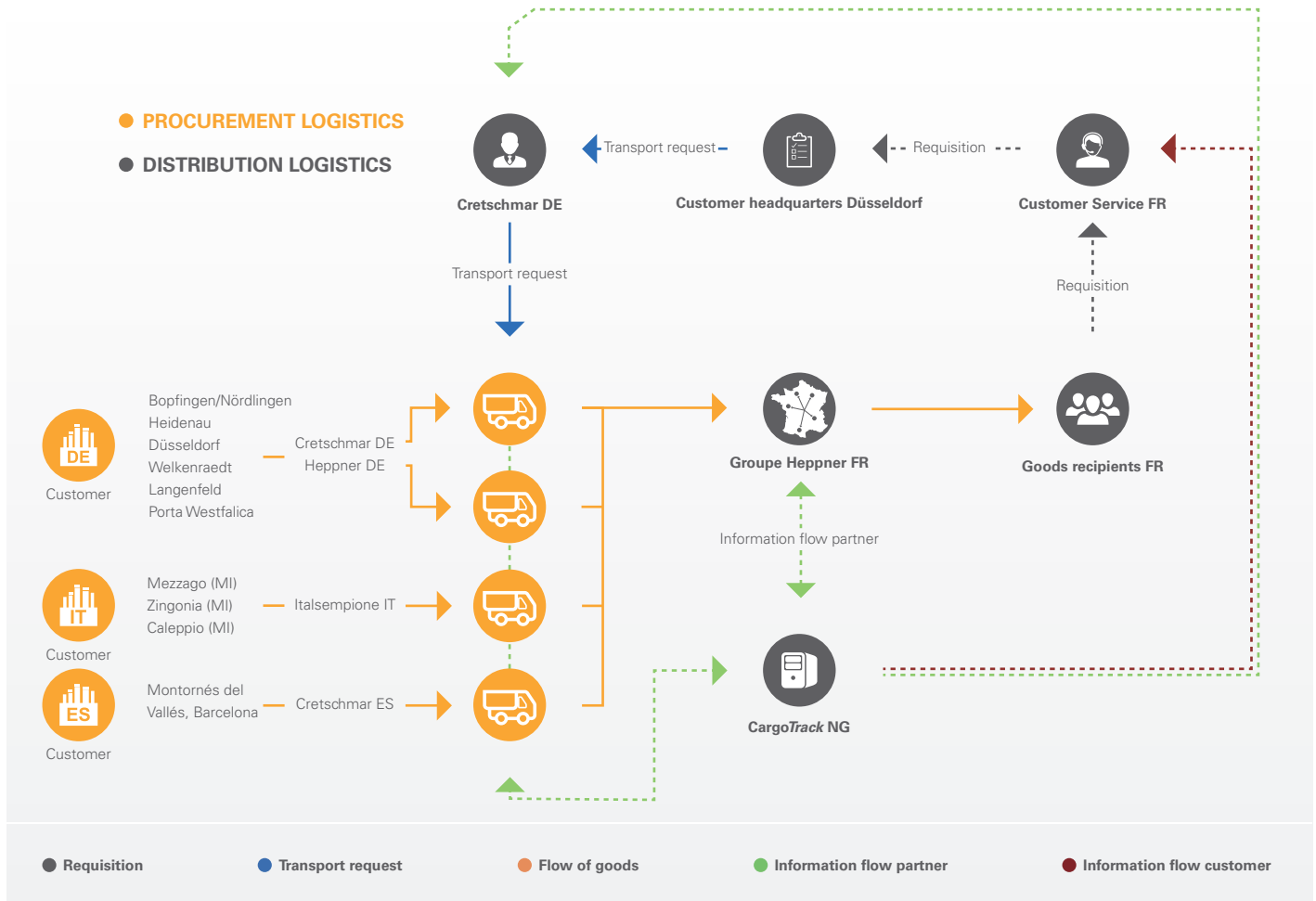
APPROACH:

As the ordering partner, Cretschmar (Germany) is responsible for the distribution of the centrally placed orders of the customer to the partner branches. With the help of a central data structure, the orders are forwarded via a direct EDI interface to the responsible pick-up and shipping partners Cretschmar in Germany and Spain, Heppner Germany and Italsempione in Italy.

After the pick-up of the goods at the customer locations, the involved partners transmit the consignment data via EDI to Groupe Heppner, the responsible partner in France. The information belonging to the logistics model is identified via an explicit reference within the consignment and status data, so that Cretschmar Germany, the ordering partner, automatically receives a copy of the data. Hence, transparency is created and Cretschmar is up to date during the entire transport process.

Via a special customer account in the track and trace application "CargoTrack NG", the customer receives central access to all consignment information.

THE LOGISTICS MODEL OF SYSTEM ALLIANCE EUROPE



RESULT:

With its practical approach, the logistics model has proved successful in all areas. So the entire process from the customer to the procurement and distribution logistics to the goods recipient with regard to the goods and information flow is successfully handled by all participating network partners. Through the whole transport chain, Cretschmar as ordering partner receives all necessary information so that Cretschmar can provide information about the current state of the transport at any time.

PARTICIPATING PARTNERS:

The ordering partner L.W. Cretschmar GmbH & Co. KG (Germany), the shipping partners L.W. Cretschmar GmbH & Co. KG (Germany), L.W. Cretschmar Española S.A. (Spain), Heppner GmbH & Co. KG (Germany) and Italsempione Spedizioni Internazionali S.p.A. (Italy) as well as the receiving partner Groupe Heppner (France) are involved in the successful handling of this logistics model.



LOGISTICS MODEL WITH 9-STAR QUALITY

The focus of all activities within our network lies on customer satisfaction, reliability, security and prompt deliveries.

We reach these with our 9-Star Quality.



LOCAL

For our customers we always select locally, the best regional partner. Even though there are multiple partners involved in a process there is only one contact for the customer.



EUROPEAN

Our customers benefit from our top-quality services all across Europe with our strong network. Within Europe we focus on faster, more reliable connections between countries.



TAILOR-MADE

Each customer has individual requirements which we meet with tailor-made solutions. We adapt to the rapidly changing demands of the transport and logistics market.



DIGITAL

With state-of-the-art IT competence, our customers profit from EDI, barcoding and central invoicing. The flow of information keeps all companies involved up to date.



TRANSPARENT

Our customers have complete insight into the current processes due to the transparent track & trace system.



RELIABLE

Our existing customers can confirm our reliability. Clients appreciate that we keep promises and deliver on time.



UNIQUE

For our customers we ensure distinguished quality and elaborate monitoring by professional reporting systems, certified quality management systems and constant evaluation.



INNOVATIVE

To meet customer requirements for modern logistics and transport challenges, we develop professional and innovative logistics solutions.



FLEXIBLE

Customers profit from our partners vast expertise, which makes them extremely flexible.

