



SAP InnovMatch

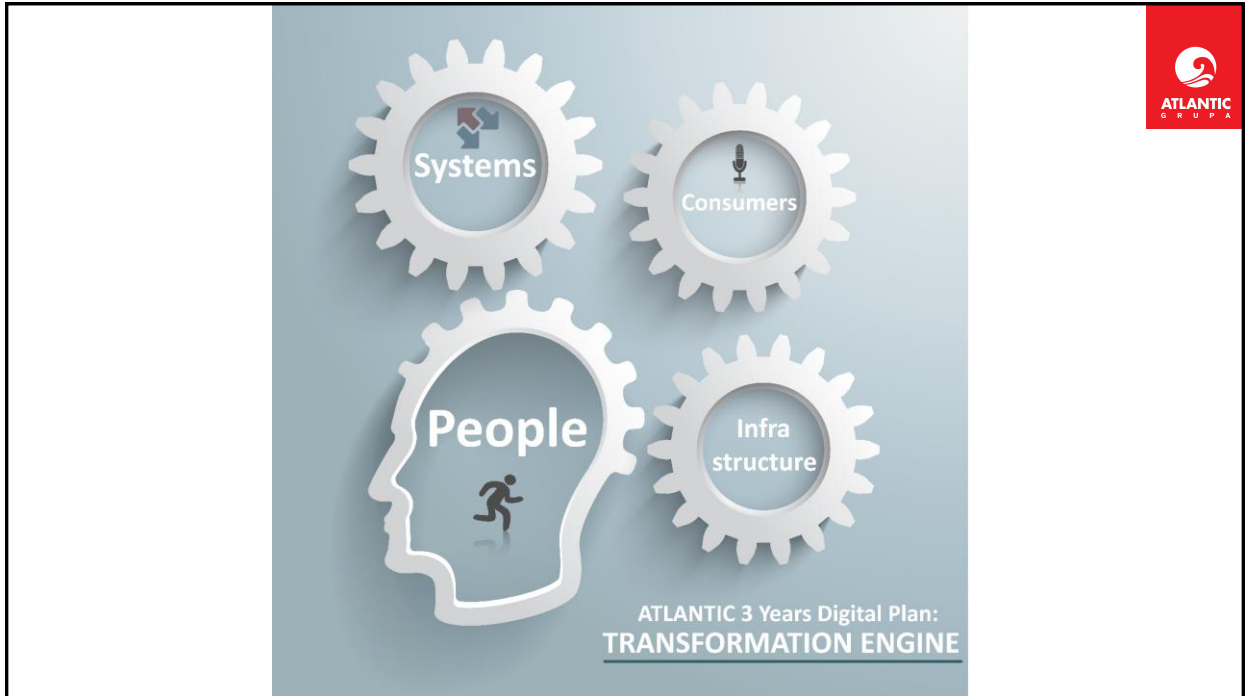
Atlantic Grupa's business challenge

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HUB385, 11.09.2017., Zagreb

Agenda



- Atlantic's digital transformation
- Atlantic Trade distribution AS-IS
- Business challenge description – how we want to transform the process
- Q&A



Digital transformation agenda

➤ Support day-to-day business

- Establish foundations for future development
- Consolidation projects
- Get more business value from existing solutions
- Lead and support transformational activities



Digital transformation agenda



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- **Establish foundations for future development**
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Digital transformation agenda



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Consolidate what?



Digital transformation agenda

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Digital transformation agenda



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Ongoing projects



- IoT in manufacturing and field service
- Advanced & Cognitive analytics
- Consumer focus - digital marketing hub
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Atlantic Trade distribution in numbers



➤ **30.000** documents monthly

➤ **27** own trucks



➤ **122** external trucks

➤ **93** truck loads daily

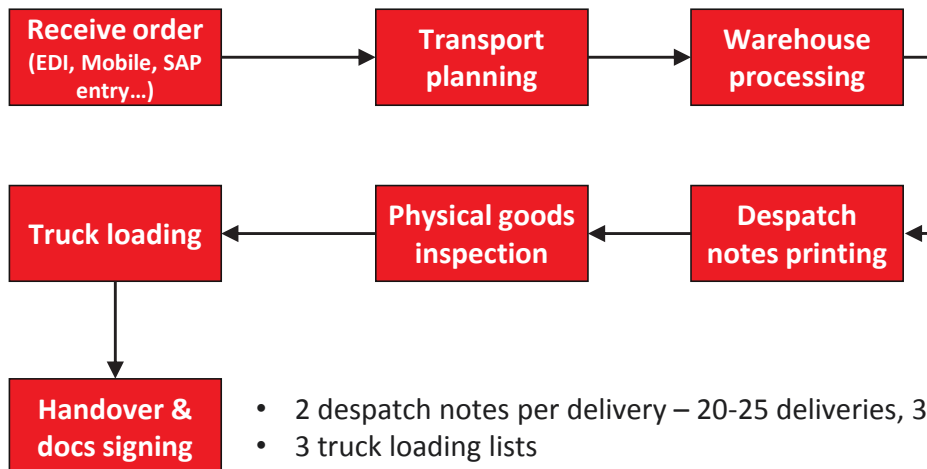


➤ **20.000** deliveries monthly

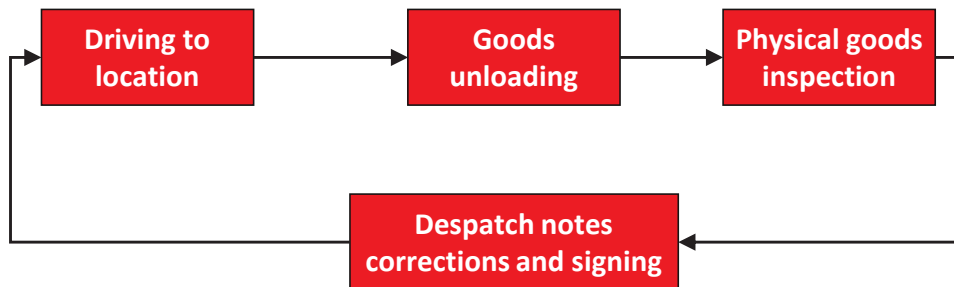


➤ **11.500** pallets delivered monthly

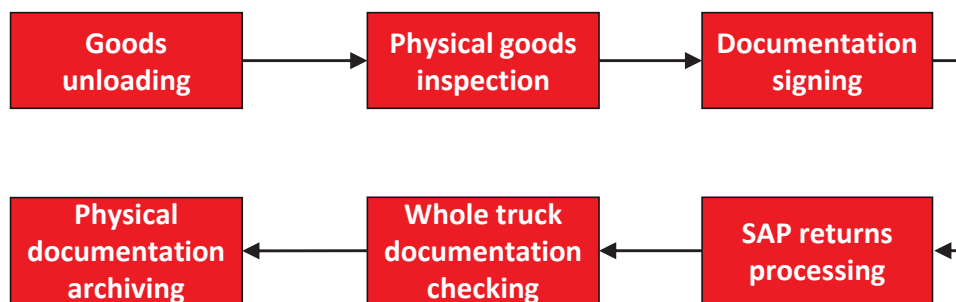
1) Order -> Despatch



2) Despatch -> Delivery

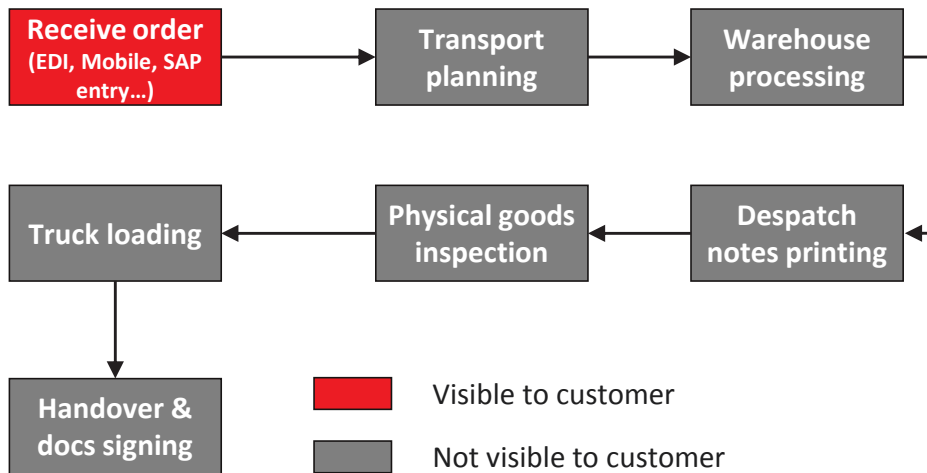


3) Post-delivery (when truck returns to warehouse)

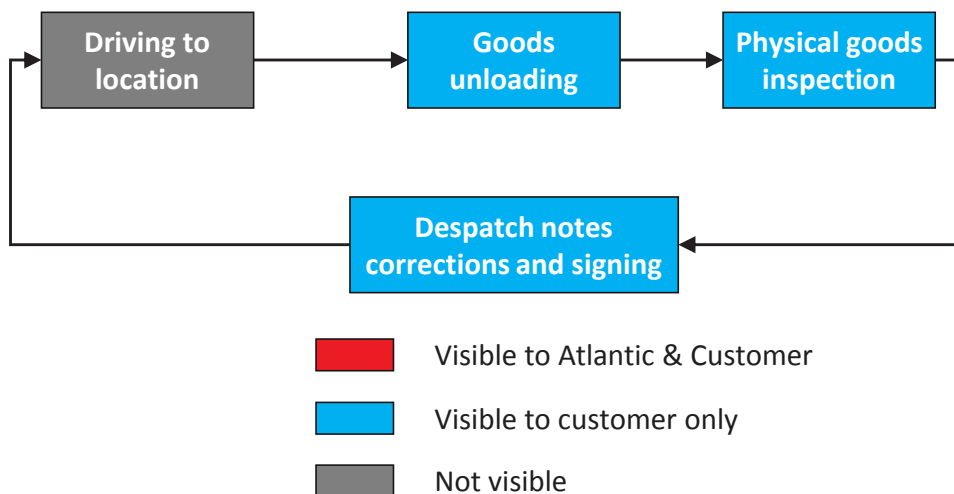


- 1 additional despatch note copy!

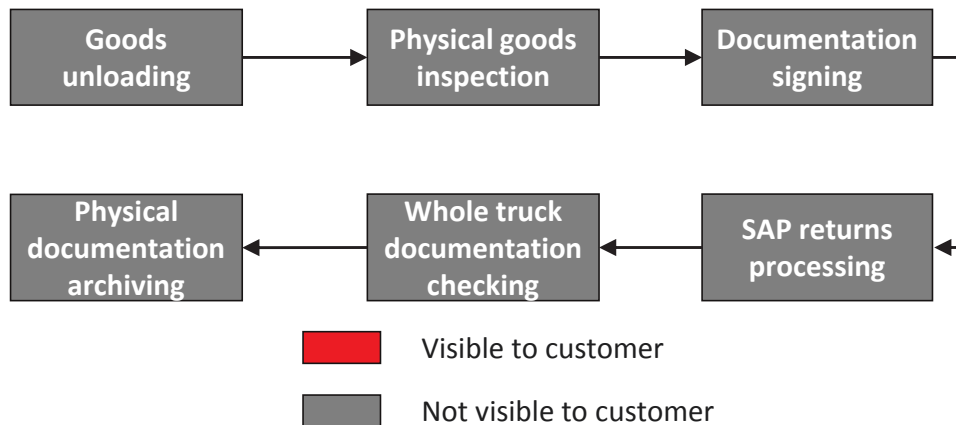
1) Order -> Despatch review



2) Despatch -> Delivery review



3) Post-delivery review

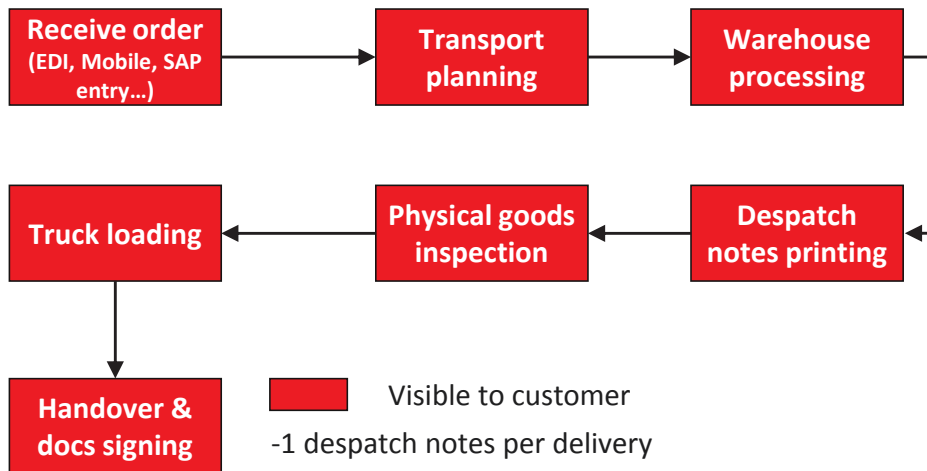


What could be better?

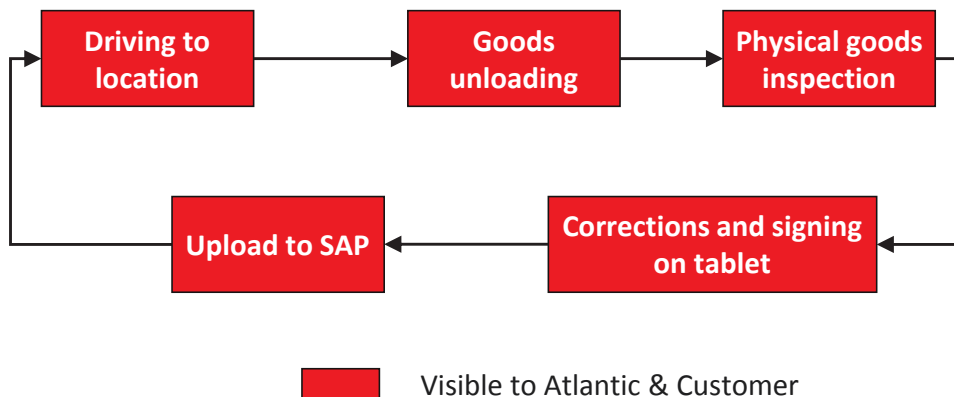


- Driver „equipped” with few pens and average of 80 pages of delivery documentation
- Limited communication with the driver (mobile phone only)
- Late delivery return information
- No reclamation logs and tracking
- 70% of external transportation subcontractors means no tracking possibility – we only have GPS tracking of our own vehicles
- No transparency of delivery process – once truck goes out we are practically blind until it returns
- Lack of information from the field (delivery sequence, travelling between locations, time spent on each delivery etc.)
- lower productivity (continuous calls to dispatcher or expedition about delivery status)

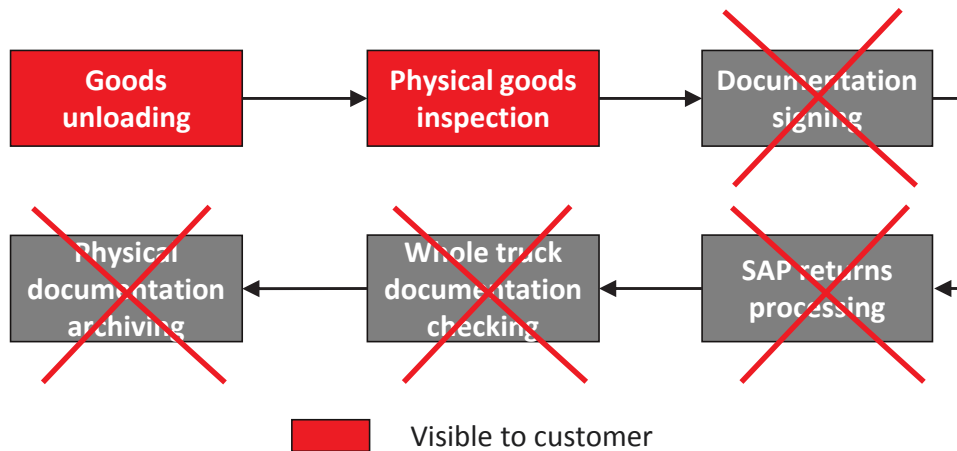
1) Order -> Despatch TO-BE



2) Despatch -> Delivery TO-BE



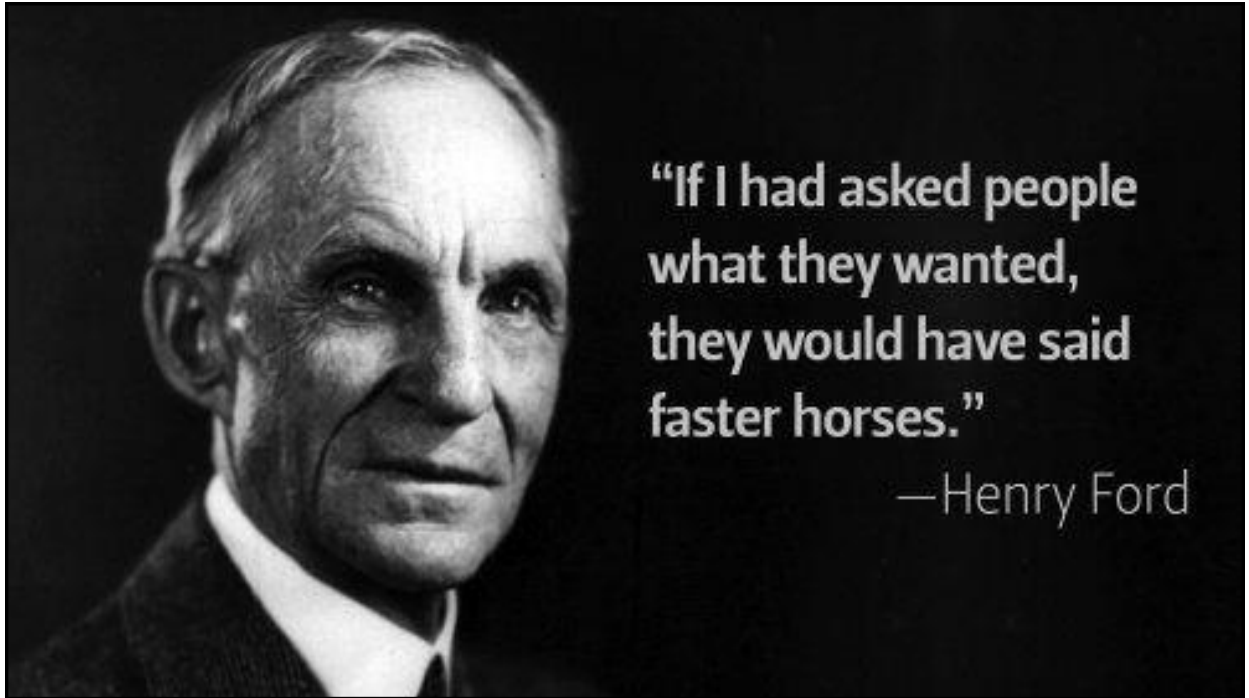
3) Post-delivery TO-BE



Expectations from the new model



- Complete transparency of the whole delivery process – both in real-time and for post festum analysis
- Better traceability (status tracking) -> real-time
- Display planned routes and key information to driver
- Real-time confirmation of delivery
- Two way communication with dispatching service (order status)
- Integration for customer reclamation and integration of correctional documents into ERP (paper free zone - digital signature)
- Avoid numerous calls to dispatcher and expedite about delivery status (mobile/web app for status/location tracking)
- Additional analysis capabilities – tons of information from the field



Henry Ford?



- You are Henry Ford – we are the people

- Any additional insights are more than welcome:
 - What other technologies could be used
 - What data could be collected
 - How can we analyze and use this data?
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