

CAVIRO joins MaNeM in a toast to logistics optimisation



The wine makers, largely popular in the market thanks to their Tavernello and Castellino brands, have chosen the Joinet 'on demand' solution to optimise their relationships with logistic partners. This resulted in considerable benefits, including in particular information accuracy, timeliness and traceability, as well as a noticeable shortening of lead times.

Carlo Monari, the Information System and Operating Control Manager at CAVIRO

The result of nine wine grower co-operatives joining forces in 1966, CAVIRO is today a leading wine maker in Italy, as well the Daily Wine market leader in Europe.

Its main brands, Tavernello and Castellino, are extremely popular with consumers and sold in handy brick packs massively present on the shelves of all large-scale modern distribution outlets. For the catering and wine tasting channels, the company has launched its "Vini e Cantine d'Italia" line, using vines coming from 8 different Italian regions; in the B-to-B segment, thanks to its distilleries, it has become the leading Italian processor of wine making by-products. CAVIRO globally puts on the market every year approximately 180 million litres of wine, with a consolidated turnover for the year 2006-2007 reaching 282 million Euro.

For these reasons, the company has focussed efforts on identifying a communication flow that is integrated, fast, safe and above all, able to improve the company's logistic performance in terms of speed, flexibility, and consequently, operating costs.

THE ROLE OF ERP

The first project phase was establishing the ERP platform (Microsoft Navision) to be used by CAVIRO to automate product transport, distribution channel and allocation smart assignment procedures.

"To do this, we have developed in the scope of our ERP a 'dynamic assigner' which, on the basis of parameters such as product characteristics and type of vehicle, identifies the ideal logistic operator to process a specific order", begins Carlo Monari, the Information System and Operating Control Manager at CAVIRO.

SOLUTION OVERVIEW

COMPANY:

- Caviro

JOINET SOLUTION:

- MaNeM

ADVANTAGES:

- Flexible, easily customisable solutions
- Non invasive Web environment
- MaNeM not binding integration with operating systems
- Very short implementation time
- Shorter lead time to customer order processing

LOGISTICS: A STRATEGIC ASSET

The considerable volumes of wine marketed and the remarkable diffusion of CAVIRO products explain the attention given by the company to logistic management and monitoring of a number of critical factors - including the time needed for data alignment with logistic operators, correct 'saturation' of forwarders, route optimisation and timeliness of the flow of information on product deliveries to sale outlets.

CAVIRO'S CHOICE: MANEM

CAVIRO's choice was MaNeM (Manufacturing Network Manager), the solution developed by Joinet to supply companies with a Web integration tool for their partners involved in the business process. *"We immediately saw MaNeM's potential in terms of flexibility, easy customisation and support given to us in defining a standard procedure to be adopted by all our partners",* tells Riccardo Buscarini, the Information System Manager of Caviro Wine Division, who followed the project throughout its operating phases as the project manager.

CREATING AN INTERACTION FRAMEWORK

The project designed by CAVIRO implied the use of MaNeM to manage a Web environment in which the interaction between the company and its logistic operators could be developed, and in which the just-in-time order transmission operations, distribution planning data processing and feedback, and automatic acquisition of the delivery plans submitted by the warehouse department system could be concentrated. MaNeM supplied the channel operators with an intermediate framework able to guarantee full information traceability and enable exchanges and communication via the Internet, both at user level (B2B) and between information systems.



LOGISTICS OPTIMISATION

The MaNeM implementation project was rapidly completed over 5 months. The main processes managed from within the Web environment, controlled by the Joinet solution, are transport orders (with the relevant modifications), customer/product profiles, trip planning, shipment confirmations, and order tracking complete with progress and outcome information. The logistic process begins during the night, when the product profiles and the customer profiles are aligned; the next morning, the first flow of orders to process is generated. After becoming available on the MaNeM platform, the order information is downloaded by every logistic operator who can then draw attention to any critical aspect regarding deliveries. This 'alignment' process will be completed early in the afternoon, when the logistic operators forward the final travel plan to CAVIRO by making it visible on the MaNeM platform.

POSITIVE IMPACT ON THE WAREHOUSE

"Any information on loading timelines and characteristics are extremely valuable for us. Once it has been associated to our order, it allows us to provide the department system in control of the warehouse with all the information necessary to know exactly when to expect the loading truck, and for what type and amount of goods", explains Monari.

After shipping the goods, CAVIRO will send to the logistic operator during the evening (and make it available on the Joinet platform) the list of forwarding orders, complete with all the necessary information on the loaded consignments.

DECREASED LEAD TIMES RESULT IN COMPETITIVE EDGE

"The computerised management of information and the support provided by the MaNeM platform have led to a decrease in our lead time by a full day", explains Monari.

This is an especially important aspect for CAVIRO's commercial management. *"Competition is very keen in our market. Being able to shorten the time between entering an order and delivering the products by a full day certainly has a very positive impact on our competitiveness",* clarifies Monari.

The project developed by Caviro in conjunction with Joinet also produced a number of advantages for the whole logistics channel – ranging from improvement in the quality of the information exchanged between the company and the logistic operators to quicker decision-making processes, from a decreased likelihood of errors to shorter unscheduled event management time and full order tracking and supervision.

MaNeM^o
Manufacturing Network Manager

«The computerised management of information and the support provided by the MaNeM platform have also resulted in quicker order processing: we calculated that our lead times are now shorter by a full day».

Carlo Monari,
the Information System
and Operating Control Manager at CAVIRO