

## Ducati and Joinet: the race continues



*Their collaboration has grown and consolidated over time. Since 2001, MaNeM – the on-demand solution developed by the software house in Bologna for supply chain management – has constantly evolved thanks to Ducati and Joinet contribution. The aim was to realize a strategic network with third parties to increase process efficiency and produce prompt market response.*

**Gianfranco Giorgini**, Operations Director, DUCATI

Ducati is an historic brand, a tradition renovating in the present and getting projected in the future. DUCATI collective image is of a brand qualifying Italy internationally.

The motorcycle firm of Bologna is conscious of its role and has constantly paid great care to its capacity to efficiently and rapidly respond to market requirements. In this respect, supply chain management has historically been given great relevance.

The reason is clear enough if you think that the manufacturing cost of a Ducati motorcycle mostly depends on the materials supplied by third parties. Therefore, a proper management of this stage translates into a thorough efficiency of strategic processes.

For this reason, ever since 2001, Ducati has started its collaboration with Joinet. Through MaNeM, it

has computerized its relationship with suppliers to create a real synergetic network, capable to perfectly work at all levels and thus to strengthen the exchange of information and the highest integration among the various actors of the supply chain.

The solution first involved the supplying and purchase system's strengthening, possible thanks to a prompt exchange of data and documents through the Internet. MaNeM also helped to optimize the Plan of Deliveries' forwarding. This is a printout elaborated by the management system,

which – through MaNeM – can be transmitted electronically and integrated by a series of data on job progress check, certainty of reading and real time data confirmation or variation.

### TRUST GETS RENOVATED

Therefore, the optimization of partnership with suppliers was constantly looked for. This process started in 2001 with MaNeM introduction and is still taking up Ducati at present.

The company chose to continue the cooperation with Joinet and to extend MaNeM use. *"Today the solution created by Joinet covers a number of sectors. We progressively extended its application to spare parts and introduced new modules, suitable to manage invoicing, quality and price lists"*, Gianfranco Giorgini, Operations Director in Ducati, says.

In addition, exploiting the possibilities offered by MaNeM, Ducati activated a functionality called 'Suppliers Performances Evaluation', capable to provide data on the logistic service. Clear and standardized documents allow to monitor the service level of all suppliers. The data acquired can then be used in strict relation with those coming from 'Quality Control'. This is another functionality, which Ducati is setting up and will soon make operative.

### SPIDER-WIN AND MANEM TOWARDS SUPPLY CHAIN INTEGRATION

MaNeM platform also proved its importance when a new international project (Spider-Win) was realized involving Ducati and Joinet among its participants. This project creates a multilevel supplying system made up of a first line of 'partner suppli

## SOLUTION OVERVIEW

### COMPANY:

- DUCATI MOTOR HOLDING

### JOINET SOLUTION:

- MaNeM

### ADVANTAGES:

- Optimization of partnership with suppliers
- Strengthening of supplying system and purchasing activities
- Optimization of goods Consignment Plan's forwarding
- Acceleration of activities related to lists' management
- Strong contribution to Kanbans computer management

ers-prime contractors' managing in their turn a certain amount of second level suppliers. The project aims to lower the costs resulting from approximately 360 Ducati suppliers – a list too wide and difficult to manage – by optimizing the communication with first level partners and simultaneously overcoming the operative problems of the second level caused by delays and lacks in the passage of information.

The platform also favored and certified several structural changes, like the computer management of Kanbans. These are a group of data allowing the various production departments to transmit to the following level the amount of pieces strictly necessary to production, with a source-to-bottom path. The aim is to avoid stock on hand and goods accumulation.

Mr. Giorgini points out: *"the innovation coming from the Kanban method, introduced along with MaNeM, was possible thanks to the important functional contribution of the software it is used with. The self-regulating function of the department production, brought in by Kanbans, coincided with increasing rotation indexes, smoother production flows, through put lead time decreasing and, consequently, reduction in the capital invested in stocks"*.

Therefore, the new computer tools contributed to the use of this new method and avoided the employment of a manual Kanban system, which would have become operative in a long time.

Mr. Giorgini concludes: *"thanks to the MaNeM' non-intrusive approach, adapting to the existing platforms as a sort of extension, our partners' technological and organizational evolution is made easier. Nowadays, suppliers' aligning is a primary need in Ducati and Joinet, as technological partner, contributed to find successful ways to reach this goal"*.

Gianfranco Giorgini explains: *"We mapped the state of suppliers' critical stocks, the most relevant and more easily subject to accumulation and waste. Once this survey will be completed, Spider-Win will spread the results on a large scale, and these will be compared to an 'optimal' condition. The outcome will allow to carry out immediate corrective action. He adds: 'Spider-Win is a reliable support and we envisage to make it totally operative in one year. Because it is a MaNeM enhancement, it requires technological standards as much shared as possible, in view of a community capable to make full use of the new computer tools' potential and synergetic possibilities"*.

### A STRATEGIC USE OF THE NEW TECHNOLOGIES

The data Ducati obtained to measure MaNeM benefits show that the activities related to logistic chain in general got accelerated, along with some other particular activities, like price lists' management.



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