



# CEVA Logistics drives agile, multi-leg inbound flows for tech company



CEVA Logistics, a global leader in third-party logistics, provides global supply chain solutions to connect people, products and suppliers around the world. Based in Marseille, CEVA Logistics offers a wide range of end-to-end customized solutions in contract logistics and air, sea, land and finished vehicle transport.

CEVA Logistics is present in 170 countries around the world with nearly 110,000 employees at more than 1300 sites.

With a turnover of 17 billion dollars, CEVA Logistics is part of the CMA CGM Group, a world leader in shipping, ground transport and logistics solutions.

## **Managing an international distribution service with limited visibility**

CEVA Logistics is no stranger to managing supply chain complexity, so when a technology company needed a more agile and efficient way to manage their international distribution service from their European Logistics Warehouses to specialized shops, they turned to CEVA Logistics. The scope of the operation spanned B2B, B2C and reverse flows across multi-leg transport to ensure distribution from Germany across all of France.



At the time, the tech company was constrained by a lack of warehouse space and was unable to maintain sufficient stock. Therefore, they relied heavily on their carrier to prep and consolidate orders, which were often rushed and resulted in partial deliveries to customers and ongoing claims from the final consignee.

The tech company was also using multiple disparate systems, such as ERPs, including SAP, and various carrier systems, which created silos between logistics and customer service teams. Limited visibility between parties and processes was a major problem, restricting their ability to perform critical day-to-day tasks such as setting appointments and tracking deliveries in transit from warehouses to the final mile. When customers reached out about partial deliveries, the company was unable to track and trace to provide precise and immediate resolution or determine how, why and when deviations were made to the agreed-upon plan. Even when issues were resolved, the client couldn't easily analyze what went wrong and why, or create and track KPIs to improve performance.

In addition to blind spots across supply chain activities, toggling between carrier systems made it impossible to know or select the best partners or devise the best, most cost-effective plan for order execution. While the operation was complex, there was no central data processing for factoring all order requirements and logistical constraints. The client guaranteed their delivery times, and so had to maintain a 97% commitment rate or else they incurred penalties. However, a lack of centralized visibility and control was preventing the tech company from making better use of their transport resources, tracking and correcting deviations, and holding their low-performing partners accountable so they could ultimately improve service.



Using the Kinaxis Control Tower, CEVA Logistics went on to connect and integrate their client's ERP, SAP and carrier systems onto one single-view platform.



## Optimizing logistics through the Kinaxis Control Tower

CEVA Logistics used their own facility in France to provide the tech company the capacity they needed to consolidate orders for their inbound flows. CEVA Logistics also understood that to effectively manage their client's complex operations, they'd need to leverage a centralized technology platform to create end-to-end supply chain visibility and generate network collaboration and optimization across all logistics activities.

A traditional control tower wouldn't suffice, as CEVA Logistics required more than just a transport visibility tool. They needed to plan orders upfront – factoring in all the requirements, consolidation constraints, as well as customer and consignee constraints – to know what to expect from the order flow and be able to optimize execution for consistent on-time and in-full (OTIF) delivery.

Having successfully served other clients using Kinaxis, "We felt the platform was agile and easy to customize and would be the perfect fit for this customer," said Paul Forget, Project Manager. Using the Kinaxis Control Tower, CEVA Logistics went on to connect and integrate their client's ERP, SAP and carrier systems onto one single-view platform. Configurable web portals made it easy to connect and collaborate with all network parties, minimizing inefficiencies, miscommunications and misunderstandings.

In addition to gaining a full view over every leg, mode and region of every supply chain from the client's warehouse to final consignee, CEVA Logistics took advantage of the Control Tower's intelligent functionality which further enabled them to automate order consolidation, milestone planning and event management. Smart, integral planning of linehauls, crossdocking, and distribution routes allowed CEVA Logistics to be strategic and make the best use of their resources. The Kinaxis Control Tower also gave them the flexibility and agility to adapt and shift gears directly within the app, using intelligent re-planning and optimization features when exceptions arose.

"With Kinaxis, we can manage all visibility and logistical activities via a dedicated control tower. Having a single platform for all pickup activities (forecast, proposal, etc.), as well as network integration and optimized routing, booking and delivery means that we have our finger on the pulse of our customer's supply chain and can take immediate corrective action," said Pauline Roussel, Control Tower Manager. "The platform also enables us to easily collaborate with the client's partners, and make agile and strategic decisions using alerts, messages and report sharing."

## Kinaxis Control Tower

A single view platform for complex product flows

The Kinaxis Control Tower connects an organization's disparate systems on a single-view platform to eliminate silos and create real-time supply chain visibility across the full order life cycle. The control tower environment also uniquely enables 'concurrent execution,' or visibility and multi-party orchestration across inventory, orders, logistics, and global, multi-modal transportation. Logistics teams can therefore plan orders, automate and continuously optimize inbound, outbound, inter-company, and reverse flow fulfillment, as well as take immediate action when issues arise.

**In this use case,** the Kinaxis Control Tower was leveraged to streamline distribution order flows across Europe and included:

- Systems integration with SAP, ERP, and connections with carrier systems
- Flexibility and agility to adapt transport planning based on customer or carrier constraints
- Visibility over supply chains from the client's warehouse to final consignee
- Integral planning of linehauls, crossdocking centers and distribution routes
- Multi-leg, multi-mode transport management across multiple countries
- Configurable web portals for supply chain collaboration with partners
- Automatic order consolidation, milestone planning and event management
- Supply chain analytics for customer service performance management and cost visibility



Because of the success of this project, we were able to establish a strong partnership with the client.

**Yvon Pasquiou**

COMMERCIAL DIRECTOR, CEVA LOGISTICS FRANCE

## CEVA Logistics seamlessly supports client's 10-15% annual growth

With an intelligent, centralized control tower, CEVA Logistics was not only able to see across multiple warehouses, carriers and modes internationally, but also adapt their logistical planning based on customer and carrier constraints, making use of order consolidation, to consistently provide the best, most cost-effective service. CEVA Logistics streamlined supply chain activities with automated flow control over linehauls, hubs and delivery, and used smart, real-time events management to quickly and dynamically adapt when disruption occurred, making their client more flexible and resilient to supply chain volatility.

During their partnership, the tech company experienced incredible business growth of about 10-15% annually – which CEVA Logistics was able to not only support but also drive even greater efficiency and improve quality of service over high increasing volumes. In fact, with 300 orders per day (over 100K a year), CEVA Logistics only requires three dedicated logistics professionals to successfully run the control tower and consistently meet customer requirements. To date, they've achieved an OTIF performance of 96.7% – a 7% increase from the client's previous carrier.

"Because of the success of this project, we were able to establish a strong partnership with the client. Pleased with our performance and confident in our ability to optimize operations, they recently awarded us additional business to manage the transport and distribution for their new National Warehouse in France," said Yvon Pasquiou, Commercial Director for CEVA Logistics France.

The client's success also allowed CEVA Logistics to grow their order flow management service offer with five new customer acquisitions in the last year. Through these new ventures, CEVA Logistics continues to expand their capabilities and competencies across industries, managing complex flows over multiple diverse sectors, including specialized distribution and aeronautics, and expanding their services and role for different customers, for instance as a 4PL.

### Results

**10-15%** The annual growth CEVA Logistics was able to easily support using the Kinaxis Control Tower

**100K+** Orders per year successfully managed by only three dedicated professionals using the Kinaxis Control Tower

**96.7%** Orders fulfilled on-time and in-full

**7%** Performance improvement from client's previous carrier