

NuLogX Success Story

Industry

Retail / Grocery

Solution

TMS Upgrade & Deployment

NuLogX Success Story

#102



Country's Leading Grocery Retailer Optimizes Inbound Dry Goods

Upgrading to latest version of i2® TM Suite standardizes inbound logistics, reduces operating costs and builds a foundation for future growth.

The Challenge

As one of the nation's biggest grocery conglomerates, maintaining a cost and competitive advantage is critical to future success. Profit margins in the range of 3% to 5% are typical in the grocery industry, leaving little room for inefficiencies.

Complicating these challenges is the perishable nature of most products, which puts tremendous pressure on the efficiency and speed of the supply chain process. Logistics departments need timely delivery of the right products to the right stores. Buyers, in turn, need access to this information before placing further orders. Warehouses need to coordinate demands from both groups without carrying too much or too little inventory.

With over 100,000 employees and a similar number of product SKUs, this grocery retailer had a further challenge to deal with – recent acquisitions had left them with a patchwork of IT systems and logistics processes.

NuLogX Inc. had recently been brought in to upgrade and implement a transportation management system (TMS) from i2 Technologies in the new acquisitions and ensure they were in compliance with the corporate standards. This was very successful. However, the corporate headquarters was left with an outdated version of the TMS solution that they had recommended to their divisions – putting them out of compliance with their own standards.

In order to standardize the mission-critical inbound logistics process for their dry goods business, the retailer had to upgrade their TMS solution quickly – and continue with their objective of reducing costs, automating processes, minimizing delays, and enhancing customer service.

Objectives & Expectations

The objective was straight-forward – upgrade from version 5.0 of i2 Transportation Manager to version 5.2.1 and take advantage of the new capabilities this latest version provided to bring all divisions in compliance. Yet the management team knew that a simple upgrade was not enough.

The existing system had been modeled on an earlier understanding of logistics processes and constraints, when their business was considerably smaller and less complex. Now that they were a multi-billion dollar organization, these processes were becoming increasingly cumbersome, time-consuming and restrictive.

There was no question which logistics solution was the right choice – i2 Technologies' award-winning Transportation Distribution Management (TDM) suite. This leading solution enables retailers to merchandise, source, buy, move and sell product with greater visibility and velocity across the value chain, thereby increasing sales and profits, optimizing efficiencies, and reducing logistics costs.



“Our goal is to identify, design and implement the best, and most effective, logistics and supply chain solutions that will ensure our clients' success.”

– **Bob Morrow, President of NuLogX.**

Why NuLogX

NuLogX was the obvious choice for this project. With their extensive expertise, ability to quickly deploy a quality solution, and their recent successful i2 roll-out in another division, the management team knew NuLogX could take on the challenge of modeling and implementing a new logistics process that would consolidate their divisions.

NuLogX brings together superior leadership, expertise and service to help organizations reduce transportation costs, improve the quality and efficiency of their logistics management operations and guarantee customer satisfaction.

“NuLogX is committed to delivering real and measurable value to our customers. Our MileStone Based Pricing (MSBP) system gives our customers confidence, in that they pay only for agreed-upon deliverables, not endless consulting hours”, said Steve O’Hara, VP Consulting at NuLogX.

NuLogX has the depth and breadth of technical and industry expertise that the management team required, along with a responsive and flexible collaborative approach to implementation that was required for such a large project. Of equal importance to the management team was NuLogX’s proven ability to implement a solution on-time, and provide a Results Guarantee that ensured the success of the project.

The Solution

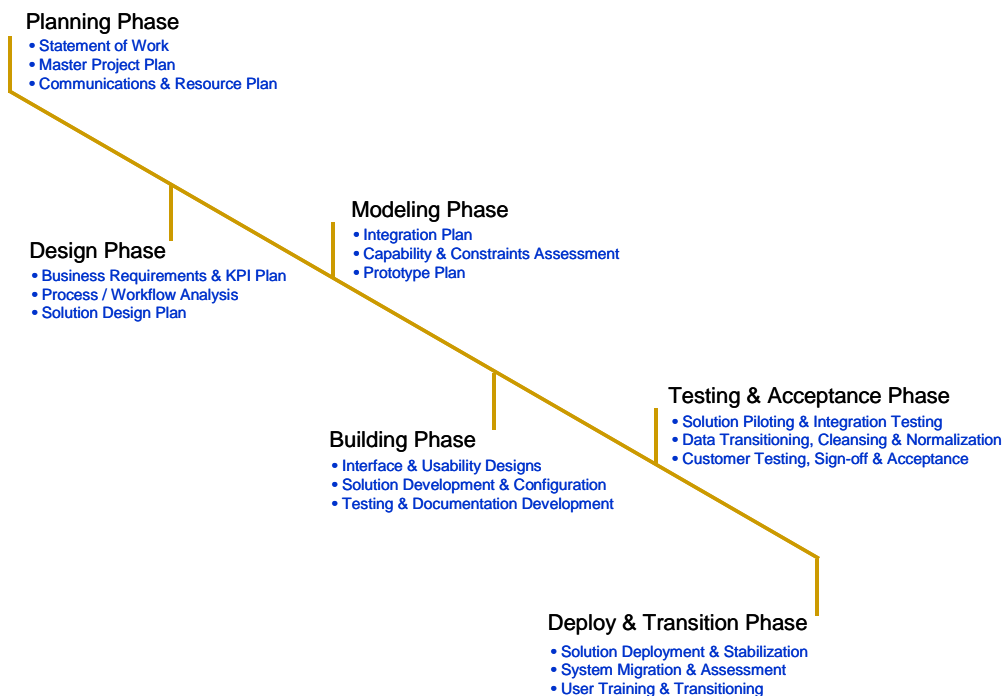
NuLogX was given the task of designing a new logistics business model and upgrading the grocery retailer’s system to version 5.2.1 of i2’s TM software – and to do this in less than 14 weeks. To accomplish this, NuLogX drew on its experience and its proven project methodology to meet this deadline and satisfy all the project requirements.

The NuLogX team started by collaboratively working with the customer to set milestone deliverables and timelines, designed to keep the project on schedule, provide for a smooth transition and produce quality results.

Critical to the successful delivery of each milestone was the collaboration between the NuLogX team and the grocery retailer’s project team. Together, organizational and technical constraints had to be managed, best practices leveraged, business processes assessed, end users trained, and transition schedules coordinated.

One of the biggest challenges NuLogX overcame was migrating and consolidating existing data warehouses to the new system. In addition, a significant portion of the existing tariff structures had to be completely redesigned to give the retailer the flexibility and control it required with the new system.

The NuLogX Implementation Process



The Results

As a result of following this clearly defined process, NuLogX successfully deployed the new TMS system on-time and within budget. The grocery retailer transitioned to the new version without surprises or delays. Not only did the corporate headquarters bring themselves into compliance with their own standards, they also brought themselves and their divisions into alignment with a modern business model based on clearly-defined processes and reliable data stores.

Equally important, the grocery retailer realized a number of additional benefits. Specifically, new functionalities and capabilities in the system provided them with the ability to conduct on-going network analyses, conduct bid procurement, optimize freight schedules, and gain better real-time visibility into the logistics operations.

Finally, the retailer was able to consolidate disparate IT groups, reduce support and maintenance costs, and respond faster to changes in their business.

The success of this project has led to further discussions with NuLogX, to expand the use of other i2 modules within the corporation, perform automated bid collaboration, and to provide advanced product training – thereby maximizing the efficiency and cost-savings from their logistics operations.

“We knew we could depend on NuLogX to help us optimize our logistics business, from designing a modern business model that will expand as we grow, all the way through to configuring, testing and deploying a solution that worked right the first time. And they did all this quickly and professionally.”

– Project Leader, Grocery Retailer.

About NuLogX Inc.

NuLogX Inc. is a leading logistics consulting organization focused on the design, planning and implementation of logistics and transportation solutions for supply chains. NuLogX has decades of experience successfully implementing and optimizing Transportation and Logistics solutions for leading organizations around the world, as well as reducing their transportation costs, maximizing equipment utilization and improving customer satisfaction. NuLogX's innovative MileStone Based Pricing system and Results Guarantee ensure organizations reduce their risk and receive aggressive Returns-on-Logistics. Find out how NuLogX can help you achieve real value from your logistics investments.



9011 Leslie Street, Suite 307
 Richmond Hill, Ontario
 Canada L4B 3B6
 Toll Free: 1-877-9-NuLogX
 Email: sales@nulogx.com
 Web: www.nulogx.com