



A Sustainable Standard for Logistics at a Global Manufacturer

Our client is a global consumer packaged goods manufacturer, famous for its brands in the snack food, pet care, food and drink sectors. Since its conception the company has grown to become one of the largest manufacturers in the world with its products being consumed in over 100 countries worldwide.

Background Our client is leading a green initiative which is designed to highlight, and ultimately improve, the environmental impact of every order placed by its customers. The initiative gives full visibility of CO₂ emissions for each order to all parties involved in the logistics chain, and sets joint objectives to work towards a more environmentally friendly and sustainable standard of working.

Our client shares its logistics provider with a number of other manufacturers. This environmental initiative aims to get buy in from all manufacturing parties plus all of their joint customers to reduce CO₂ emissions by minimising the number of delivery trips made and sharing the load with other manufacturers. Ultimately this will also result in a costs reduction for all parties involved.

Objectives The objective was to build a logistics customer scorecard to facilitate implementation of the environmental initiative. It should enable all parties in the logistics chain to visualise the CO₂ emissions for each order placed. It should also highlight joint objectives to be achieved, promoting a greener way of working by all.

Solution Thorogood worked with the client to understand their requirements for the scorecard. The business had a clear view of how they wanted it to look, and the metrics that they wanted to view.

The data required for the scorecard was to feed in from both internal and third party sources. This data was integrated, and data imports were built. The business requirements of the client were then translated into a customised QlikView scorecard. QlikView is the strategic tool of choice for our client and so was a natural selection for the green initiative project.

Thorogood used a phased development approach in order to maintain full alignment with the business objectives. A prototype was developed to get business input before continuing to develop the full solution.

The highly visual and interactive charts, grids and graphs that QlikView provides enabled us to develop a fully interactive and automated solution which the business users are delighted with.

Outcome Previously, our client used a very manual, intensive and repetitive calculation process in Excel to get the numbers they needed. Now, they have an interactive, automated scorecard which not only allows them to view their emissions but enables them to work with other manufacturers and their customers towards joint objectives for a sustainable standard for logistics.

They are very happy with the output. The Project Manager said that “Thorogood was very quick to understand our business objectives and requirements, and managed to deliver real business value with QlikView in a very short time frame. The solution looks good, it’s fully automated and the dynamic selections are great. The next step will be to roll this out to a wider deployment”.

Thorogood specialists are experts in the application of business intelligence technologies to business problems and have been providing leading edge applications to blue chip customers for more than twenty years.

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