

Cognizant Reshapes Transportation Management for a leading Consumer Packaging Company

First Implementation of SAP Transportation Management (TM) System Globally for Leading Consumer Packaging Manufacturing Company

Customer Profile

Client is the world's second largest consumer packaging group, the world's leading beverage can manufacturer and a global leader in rigid plastic packaging. The company offers a broad range of packaging services and solutions for brand marketers and is a key supplier to leading consumer beverage brands. The company has around 110 manufacturing facilities in more than 20 countries across Europe, North and South America, and the Asia-Pacific rim.

Business Challenges

Client was experiencing a number of business challenges in its customer order fulfillment processes and, as a result, was looking to improve the integration between its customer service and plant shipping functions as well as automate collaboration with its transportation carriers.

- Customer orders experience multi-faceted changes (up to 5 per order) from creation to fulfillment.
- Demand is highly seasonal, triggering a large degree of dynamic variation in client's supply chain, particularly to production, storage and shipping processes. Managing this variability across many thousands of annual truckload shipments across its many North American plants presents a logistical challenge.
- Transportation commands high visibility internally. As a result client has achieved an order fill rate very close to 100% in a JIT environment which requires precise planning and numerous carrier interactions.
- Client had minimal automation of its transportation arrangement processes and minimal integration of these processes with its ERP and other supply chain systems. As a result, transportation arrangement carrier selection and tendering were time consuming and manual processes that could vary from plant to plant.

Cognizant's Solution

This is the first production deployment of the SAP TM solution globally. As the first of its kind, the success of the solution implemented depended greatly on a closely integrated, collaborative approach employed by a true global team, consisting of the client's business and information technology leaders located in its U.S. headquarters; SAP Development located in Germany; and Cognizant's TM consultants and SAP technicians located both onsite and in Cognizant's offshore SAP TM Center of Excellence (CoE) located in India. This close collaboration between multiple business partners delivered a true "follow the sun" global delivery cycle that enabled a successful defect-free deployment of SAP TM in the timeframe required.

Key highlights of the SAP TM solution are:

- **Seamless integration with client's SAP ERP backbone to**
 - Dynamically push orders and order changes into its transportation optimization and carrier selection planning processes.
 - Tender or retender to its carriers based upon detailed business rules that accommodate all possible ERP order changes
 - Create a closed loop system with transportation planning with updates flowing back into ERP
- **Configurable, rules-based automated transport planning and arrangement** - reflecting client's specific customer fulfillment policies
 - Collaborative tendering through multiple options (peer-to-peer, broadcast and open) and communication methods (EDI and web) with its core carriers to drive routing guide compliance.

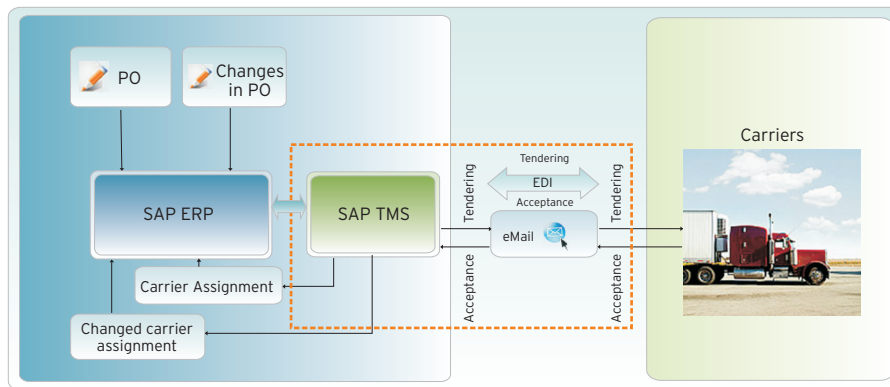
- Manual intervention capabilities for managing rare exceptions.
- **Dynamic linkage between SAP ERP and TM** to propagate customer order changes and reflect their impact on the transportation plan in real time.
- **Real-time alerts and reports** to identify and escalate exceptions, enabling timely action and resolution.
- **Enterprise-wide transportation data store** to improve transparency and visibility for monitoring carrier performance and routing guide compliance.
- Through the process simplification and standardization and increased compliance provided by the solution, client expects to build **more strategic partnerships with its preferred carriers/partners**.
- Client's plants have experienced a **high degree of system adoption** due to the ease of use enhancements and customized user interfaces that were deployed within the solution.
- The new solution provides client with **increased flexibility to adapt to seasonality and other variability** within its supply chain.

Business Benefits

- Client's customer order fulfillment organization has enhanced its ability to **react swiftly without manual intervention - to rapid changes** in customer demand and immediately reflect that variability in transportation planning.
- The **effort expended on order fulfillment processes and the resulting potential for errors has decreased** due to the automation provided by the solution. As a result resource time has been freed to devote to higher value-add processes such as developing closer customer relationships and monitoring and measuring organizational performance.
- Client has experienced **increased routing guide compliance** with its core carriers across all plants, conforming to client's terms and leading to greater efficiencies. This has accelerated the achievement of the benefits from the solution.

Practice Overview

Cognizant's Manufacturing Practice has dedicated industry specialists and technology experts who continually track and analyze manufacturing industry trends to deliver quality solutions to clients. Cognizant has worked with several organizations to define IT roadmaps that improve supply chain visibility and allow customers to strengthen product development processes. Cognizant's Manufacturing and Logistics practice is committed to leverage its domain expertise to provide business-aligned IT solutions from conceptualization through implementation and maintenance to our customers.



Start Today

In a time when companies are relentlessly pushing to compete better, move faster, and fight harder, Cognizant is the global technology partner with a single-minded passion: Dedicating our systems expertise, industry intelligence, and global resources to make your business stronger.

Note:

For more information on how to drive your business results with Cognizant, contact us at inquiry@cognizant.com or visit our website at <http://www.cognizant.com>.



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