



CASE STUDY

VALUE OPPORTUNITIES

- IMPROVE CUSTOMER SERVICE
- IMPROVE FORECASTING AND PLANNING CAPABILITIES
- OPTIMIZE RESOURCE USE
- REDUCE STOCK

TXT E-SOLUTIONS RESPONSE

- DEMAND PLANNING
- PRODUCTION & PROCUREMENT PLANNING

RESULTS

- IMPROVED RESPONSE TO MARKET
- REDUCED STOCK-OUTS AND PRODUCT OBSOLESCENCE
- REDUCED INVENTORY OF FINISHED PRODUCTS, RAW MATERIALS AND PACKAGING MATERIALS
- MAXIMUM PRODUCTIVITY AND RESOURCE USE

Cooperlat

COOPERLAT FOSTERS CUSTOMER SERVICE AND PRODUCTION

COMPANY PROFILE

The Cooperlat Group comprises three different companies – COOPERLAT, FATTORIE MARCHIGIANE and COLAVEV – all of which operate in the dairy products industry. Today it is a major agroindustrial food group, among the biggest in Italy and increasingly important abroad. With 2 main product lines branded Gruppo Fattorie Italia, recalling local traditions, and Hoplà, leader in vegetable creams, Cooperlat boasts an enormous growth in size, through continuous aggregation.

It is committed to constant improvement of product quality, production diversification and research.

SUPPLY CHAIN CONTEXT

The companies COOPERLAT, FATTORIE MARCHIGIANE and COLAVEV each run one or more production facilities and distribution warehouses in Italy. The products sold are mostly internally produced on a make-to-stock basis. Production by commission is exclusively reserved for fresh products and a few sub-contracted items for other brands. The production cycle has three phases

– preparation, packaging and storage
– with processes that depend on product type (creams and béchamel, spray products, desserts, vegetable products, yogurt, cheese).

The complexity of the Group's distribution network, coupled with its make-to-stock policy with rapid order fulfillment cycles, demands strong forecasting capabilities and effective operations management.

THE CHALLENGE OF COOPERLAT

Process flexibility and efficiency are the objectives Cooperlat pursues within the larger process of logistics optimization. The adoption of TXT e-solutions technology was focused on reaching the following goals:

- Quick, accurate forecasts and demand analyses by product type;
- Generation of production and procurement plans that optimize the use of company resources;
- Reduction of finished product remainders stored at the factories;
- Reduction of raw materials stock levels;
- Greater automation, with subsequent reduction in planning time and manual labor.

"TXT has provided us with the right technology to achieve a high level of market responsiveness. Through the optimization of the demand and production planning activities our infrastructure has become extremely flexible and cost-effective. We are reaping benefits from the implementation in terms of productivity, resources optimization and stock levels reduction."

Carlo Filippa, General Manager - Cooperlat

WHY TXT?

TXT e-solutions has a decade of experience in this field, and has developed a Demand & Supply Chain Management industry solution for Food & Beverage. This is a complete, modular and scalable suite. It can be easily integrated with the most popular ERP and CRM systems. The TXT team demonstrated the ability to propose solutions based on their deep understanding of the company's problems. This led to a fruitful collaboration with Cooperlat Group.

THE SOLUTION

The TXT solution implemented at Cooperlat covers the following functions:

- *Demand planning*

The Demand Planning module enables the understanding, quantification and time planning of demand through

analysis of historical data and advanced forecasting techniques.

The demand definition process allows for forecasting over various time frames.

Data can be gathered by markets, distribution channels, products and product families.

The application supports a rolling forecast process through analysis of forecasts and results.

- *Planning of production and procurement*

The Production & Procurement Planning module enables the generation of a feasible production plan, overcoming any critical points in the process and balancing production capacity with constraints concerning warehousing and labor. Since it identifies the need for resources and materials, this application helps establish procurement plans that are synchronized with the production plan and forecast data. The structure of

the project requires planning and procurement to be centrally managed and utilizes demand forecasting data coming from the domestic and foreign markets.

The successful introduction of the TXT Demand & Supply Chain Management solution has brought significant benefits in terms of management and logistics visibility. More specifically, the results can be defined as follows:

- *Reduction in stock-outs and product obsolescence;*
- *Reduction of finished product remainders;*
- *Reduction of raw materials and packaging in excess;*
- *Maximized production and resource use higher level of service.*