



The Panalpina Group concentrates on the realisation of complete supply chain management solutions as well as intercontinental air and seafreight transports. The company has approx. 500 own branches in over 80 countries.

Due to its tight network, well-founded industrial know-how and the most recent IT systems Panalpina can offer their customers global and integrated door-to-door transport solutions which are tailored to individual needs.

„The use of PAN AX4 is advantageous both for our customer WMF and for us as a logistics provider. Transparency and controlling tools facilitate the management of the supply chain.“

Günther Denk, Head of IT Worldwide, Panalpina

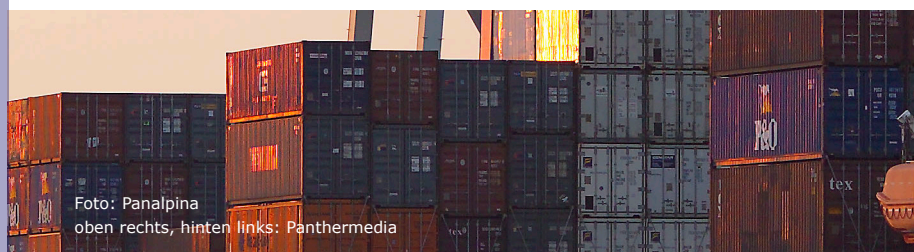


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Very Elegant: WMF Products in a „Glass Container“ ex Asia

The logistics company Panalpina organises transport flows from Asia to Europe for Württembergische Metallwarenfabrik (WMF). The focus is on one of WMF's central goals: they want to synchronise and sustainably simplify their production and logistics processes.

In order to successfully realise this goal along the global supply chain both companies count on the internet-based logistics IT platform of AXIT AG of Frankenthal.



SUCCESS STORY PANALPINA



SUCCESS STORY

WMF is an internationally leading supplier of products and services focusing on table and kitchen. The company produces goods for households, gastronomy and the hotel sector of glass and metal, among others cookware, kitchenware, cutlery, glasses and coffee makers. With a staff of approx. 5,900 globally (2009) – including eight per cent at the Asian production locations – WMF also develops international markets. This is to be supported by systematic harmonization and optimization of logistics processes across the company. An essential aspect is the management of transport flows from Asian suppliers to WMF's logistics centre in Geislingen.

With Panalpina WMF finds a suitable partner for this task. The core of these processes is PAN AX4. This version of AX4 which has been adapted specially to Panalpina's needs has been in use since 2006 and was developed in close cooperation between the logistics provider and AXIT.

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THE REQUIREMENT

„Glass Container“ instead of „Black Box“: in creating a continuously transparent delivery chain from Asia to the German central warehouse it is not only required to have a gapless progress control for each individual container but also a detailed identification of its contents. The latter is especially important for the logistical processes from the German port of destination onward. Precise knowledge about the container's load can avoid unnecessary research, unloading processes can be organised in a more purposeful way and subsequent haulage can be created more effectively.

Additionally the shipper aims for speeding up the transport processes, e.g. in customs clearance. On top of that the optimised data flow is to enable a consolidation of available data and their checking on completeness and contents. Based on this important statistics can be created which help to better plan and control the supply chain.

THE SOLUTION

The process begins with the transmission of orders from WMF's SAP system to the platform PAN AX4. Here the data is available for the Far Eastern suppliers in personal web accounts and they can either confirm, reject or edit it.

Based on the processed order data the Asian suppliers create delivery orders and shipments which are immediately transmitted to the eight connected Panalpina branches in Asia and Germany.

Besides Panalpina further logistics providers are integrated in the process. All logistics partners report their tracking data on the entire transport progress from their systems back to PAN AX4. This heterogeneous information is harmonized on the platform. Thus the departure of the goods from the supplier and the estimated time of arrival at the port of destination are immediately known to all parties involved. „Advance“ information speeds up customs clearance and finally also the haulage from the port to the logistics centre.

Special management functions allow for a „Bird's Eye View“ for permanent improvement of the supply chain: e.g. proactive notification in case of delays or other irregularities. Additionally WMF receives various statistics.

THE RESULT

Based on PAN AX4 Panalpina provides WMF with a tailor-made transport/IT combination out of a single hand from which both partners profit alike. The central data platform makes for high transparency, intelligent controlling tools facilitate the management of the supply chain and the new transport management leads to consolidating effects. Costly „rescue missions“ at the last minute are a thing of the past: Due to an improved forecast for incoming goods and the reduction of special deliveries both stock and transport cost are reduced.

Both parties are highly satisfied and have already integrated further WMF subsidiaries.

