

CASE STUDY

# APAC Retail Major

Uncovering value in  
secondary distribution



# About Customer

## Optimized transport for a retail major's secondary distribution network in Thailand and Malaysia

Thailand-based CPG Major in food products has a vast pan-Thailand network. Revenues upwards of **1 Billion USD**

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**Industry**  
Retail

**Solution Area**  
Transport Optimization





## The Engagement

- Replace multiple existing TMS systems with the latest BY TMS
- Automate the whole planning process
- Manage more than **1000+ loads** a day
- Manage movements from **8+ warehouses** to more than **3000+ stores** across the two geographies

## Business Challenges

- Route restrictions
- Truck ban considerations
- Dynamic Store delivery windows
- Dynamic Dock planning at Warehouses
- Dynamic Returns management



## Business Benefits

- Reduction in planning time by **>50%**
- Improvement in the truck utilization by **>5%**
- Reduction in total distance travelled by **>3%**



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