CASE STUDY

APAC Retail Major

Real-time visibility in secondary distribution

smartlinks

About Customer

Implemented real-time visibility for a retail major's secondary distribution network in Thailand and Malaysia

Thailand-based retail major in food products has a large pan-Thailand network. Revenues upwards of **1 Billion USD**

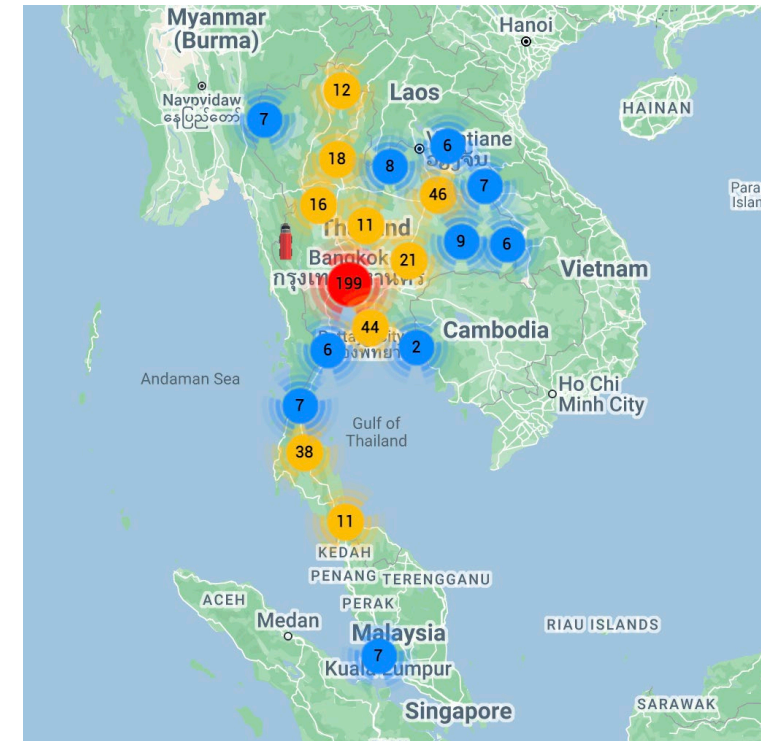**Industry**
Retail

Solution Area
Supply chain visibility

The Engagement

- Replace existing multiple T&T solutions with a single visibility platform
- Provide an execution platform to **handle 3000+ users** and **1000+ loads** a day
- Provide real-time visibility of supply chain
- Integrate enterprise-level TMS system (BY) for automated load creation
- Integrate GPS providers enabling real-time actions

Business Challenges

- Planning vs Execution differences impacted the payment.
- Executable routes considering various truck restrictions in the country.
- Localization of solution for operational folk.
- Enabling quick analysis of all trips to meet KPIs related to DOT and TAT.

Business Benefits

- Cost-efficient execution system
- Ease of using the system made operations efficient
- Enhanced comprehensive monitoring ensured that planned efficiencies were met

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