

Case Study – George Weston Foods

Collaborative Technology for Freight Services

This case study highlights some of the benefits from using collaborative technology to increase efficiency for the Freight Services Industry.

The Problem

The reality is that many organizations are currently working with costly processes to administer and monitor freight services. These processes are often far too complex, require substantial resources, are prone to error and introduce unnecessary delays in delivery and payment cycles.

This was the case for a division of George Weston Foods (GWF) prior to implementing **viper:online** collaborative technology. **viper:online** assisted them increase efficiency and help reduce effort to process, reconcile and monitor freight across a broad carrier base.

The problem GWF faced was the inability to access information throughout the freight cycle, which is needed to process, reconcile orders, recover payment from customers and feed back information to their SAP financial system.

The following summarises how GWF used **viper:online** to simplify their freight services and increase efficiency for GWF, their carriers and receivers of freight.

The Results

- GWF now uses **viper:online** to centrally manage freight services across a broad carrier base and to communicate information electronically with their warehouses and receivers.
- GWF's Accounts Receivable departments have access to information online 24x7 to assist provide customers with information needed to expedite payment.
- The Account Payable department has simplified processes for collating, reconciling and processing accounts. This is due to **viper:online** removing many manual processes and by providing documents online for GWF and its carriers.
- GWF's operations send orders and communicate information with carriers electronically. The ability to produce printed consignments and bar-coded labels further increases accuracy and clarity of information throughout the supply chain.
- Receivers of Goods (GWF's customers) also benefit through more accurate identification of goods being shipped, with early notification showing the carrier, details about the goods and expected time of arrival.
- GWF's carriers benefit by receiving information electronically, which reduces effort to manually enter data and enables them to improve planning and scheduling of resources. The system also assists carriers reduce clerical burden associated with invoicing, collecting and manage freight documents.

The Testimonials

*"My job was to streamline processes for the Meat & Dairy Division and get accountability of freight services. The **viper:online** system enabled us to achieve this objective and allow us to centralise management of orders and trade electronically with our business partners.*

***viper:online** saves a lot of time for our people in operations since going online and our accounts department consistently recovers \$10's of thousands each month from being able to reconcile accounts quickly."*

Darrell Behan – Project Manager

George Weston Foods – Meat & Dairy (WA)

"We've used and evaluated many systems in the past, none of which offered the same level of functionality or were as easy to implement. We were able to integrate our SAP financials quickly and use viper to build in rules for our business processes. The flow of information through to operations and accounts departments covered the full freight cycle and not just some of the key areas."

Denis Owens – Business Services Manager

George Weston Foods - Corporate Services

For more details contact viper@prodatasolutions.com or visit www.viperlogistics.com.au

Phone: +61 (08) 8239 0505

Facsimile: (08) 8239 2044

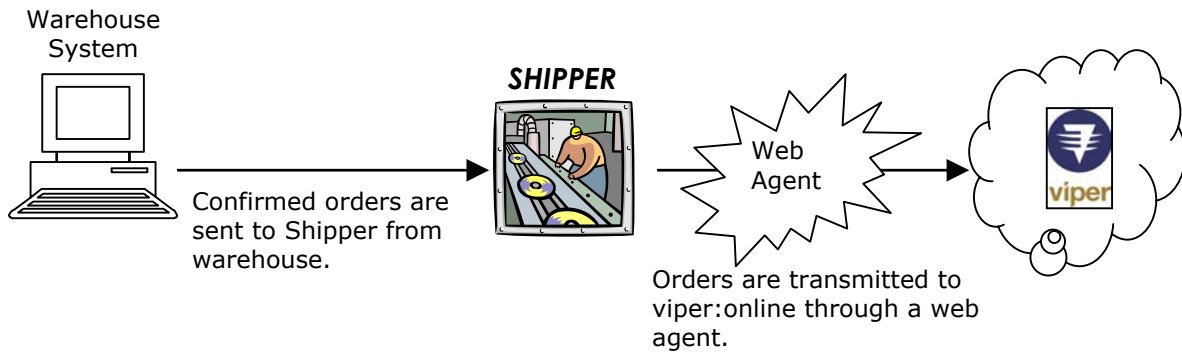
The Process

Exporting Orders

The process starts with orders from GWF's SAP back-office system automatically sent to the **viper:online** hub.

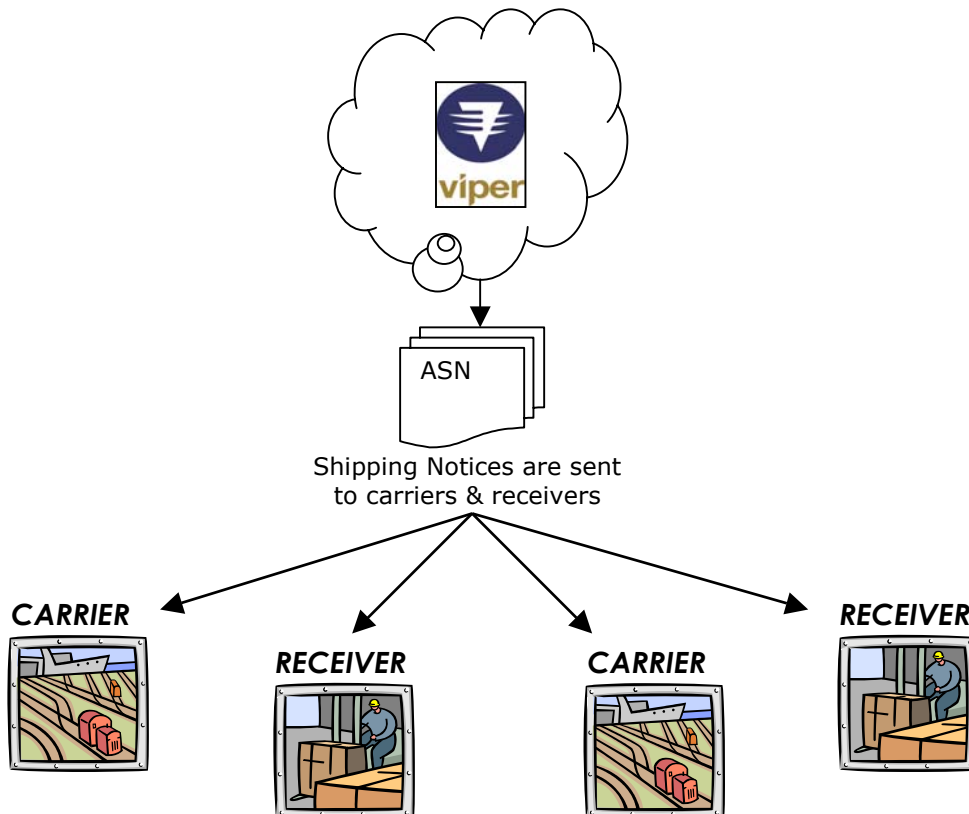
On receiving orders, viper is used to print labels and consignment notes.

Tasks like hand writing consignments are replaced with electronic versions generated by the viper:online hub.



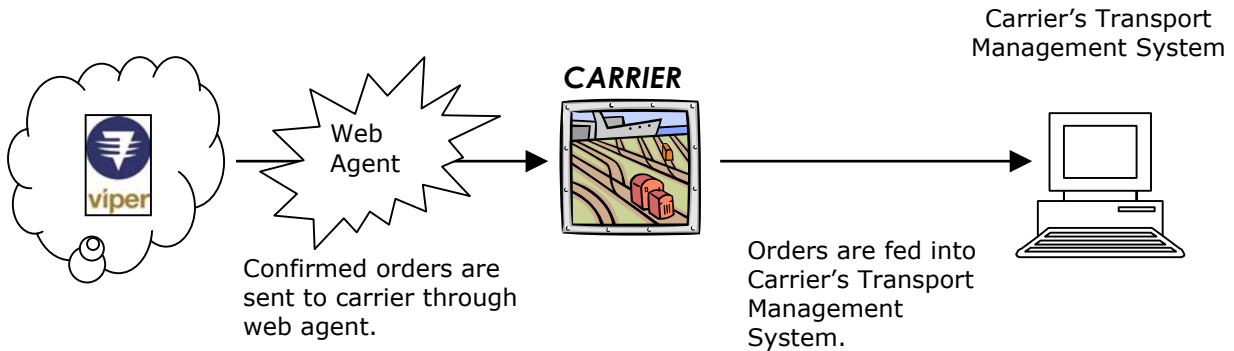
Advanced Shipping Notices sent

Advanced Shipping Notices are sent to carriers and receivers informing of incoming deliveries.



Integration to Carrier TMS

Carriers benefit by importing data direct to their back-office system, thereby avoiding the need for costly and error-prone data entry.



Documents processed

After delivery of goods, **viper:online** scanmaster is used to process documents, (scan and associate) making them available online for the accounts department to process payment.

