



EBRO PULEVA'S DAIRY GROUP: THE LOGISTIC AND TECHNOLOGICAL CHALLENGES OF A COMPANY IN CONSTANT GROWTH

Ebro PULEVA
GRUPO



“SISLOG is the system we have chosen for tracking our products from when they leave the production lines to when they reach our clients.”

Cristóbal Rueda. Head of Information Systems Development.

Puleva Food (Puleva) and Lactimilk (RAM, El Castillo) are part of the Ebro Puleva group, the result of the merger three years ago of Puleva and Azucarera Ebro Agrícolas. Today, Ebro Puleva is one of the leading food groups in Spain, present in the sugar sector with brands such as Azucarera and Sucran, the rice sector with Brillante and La Cigala and the dairy sector with Puleva, Ram, and El Castillo.



BUSINESS CHALLENGES

Atos Origin started working with Puleva in 2002, when the company was searching for a system to manage its warehouses that would increase the quality of its stock control and solved the need for tracking its deliveries. This application had to be integrated with the SAP system that Puleva was implementing to handle the sales, purchases, distribution and accounting of all its companies.

The challenges to Atos Origin were in implementing the SISLOG WMS solution in the seven production centres of Puleva Food and Lactimilk throughout Spain (Arteixo, Granada, León, Mollerussa, Nadela and Seville), the need to integrate it completely with SAP, the system chosen by Puleva, and - more importantly - the needs that arose while the project was under way, such as the use of automatic warehouses in two of the warehouses and wire-guided fork lift trucks in another, or the installation of an automated sales system.

The project's complexity increased in terms of integration and the number of functions to be included and the requirement for a large capacity to match Puleva's growth. The integration of automatic warehouses was a pioneering aspect in this sector.

SOLUTIONS

Puleva chose the Atos Origin's SISLOG WMS solution, based on the Developer development environment, an Oracle database running under the Unix operating system on Sun Microsystems Solaris hardware and using IEEE 802.11b wireless technology from Symbol.

Puleva's confidence in the experience of Atos Origin with this type of system was strengthened by the functional and technological advantages of the SISLOG WMS solution among other, similar systems on the market. The capabilities of Atos Origin in terms of the qualities of its SISLOG WMS solution, its maintenance service and the number and qualifications of its professionals were key factors for being chosen by its client.

The project started with a pilot implementation in the Granada centre that served to define all the functional requirements of Puleva's warehouses logistics. This was then adapted to the rest of the centres, identifying all the new requirements that did not arise in the pilot phase.

During the more than two year long project, Atos Origin was able on many occasions to adapt itself to the operational requirements of Puleva, integrating its SISLOG WMS solution to work with:

Project milestones:

- > **Complexity:** Atos Origin has been able to integrate the SISLOG WMS solution with external elements to the application, such as automatic warehouses, wire-guided fork lift trucks and automated sales systems.
- > **Benefits:** Once the system was set up, Puleva and Lactimilk saw their problems with inventory and incidents management disappear, reducing the number of errors and increasing their productivity. They can also carry out their operations in real time and with mobile terminals, thanks to wireless technology.
- > **Results:** Puleva and Lactimilk have run the solution in their seven factories in Spain. Currently, the implementation in Seville is being terminated.

- Automatic Warehouses: Atos Origin successfully implemented its SISLOG WMS solution with the automatic warehouses in the Seville factory. These are warehouses equipped with automated handling systems in which the operators place the pallet on a roller bed and it is automatically stored away. Automatic warehouses maximise storage space and the integration with SISLOG WMS solution provides exact control over the products' situation. The integration of the SISLOG WMS solution with the automatic warehouse was carried out in a two months record. Puleva's level of satisfaction is such that it now plans to carry out another integration, with the automatic warehouse in its Lugo (Nadela) factory.

- Wire-guided fork lift trucks: Puleva also required the integration of the SISLOG WMS solution with a wire-guided fork lift truck system that operates without human intervention, being guided by radio.

- Automated sales system: Atos Origin has also provided integration with an automated sales system in the Granada factory. This innovation uses mobile terminals (PDAs) and wireless technology to allow the SISLOG WMS solution to collect the sales forecasts from the delivery staff, prepare them and send the load confirmations to the automated sales system.

BENEFITS

The Atos Origin SISLOG WMS solution has allowed the incorporation of real time wireless technology, an actual innovation since its main competitors used batch processes that only update the data when uploaded to the system. This has given Puleva a competitive advantage since real time information is critical for managing warehouses because it allows timely reactions to any market demand while keep stock levels to the minimum.

As a result, Puleva Food and Lactimilk have a system that is integrated with all their logistics management elements in real time and centralised for their seven warehouses. The system also allows the tracking of products that are sent to their clients.

With this complex integration, Atos Origin has shown its ability to integrate its SISLOG WMS solution and its potential for solving all the requirements of any company, such as those in the dairy products sector. This wide-ranging project was easily solved thanks to the wide experience of Atos Origin in integrating with all types of external elements to the application.

About Atos Origin

Atos Origin is an international information technology services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are more than EUR 5 billion and it employs over 46,000 people in 40 countries. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international blue-chip companies across all sectors.

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