

## Automotive chemicals en lubricants

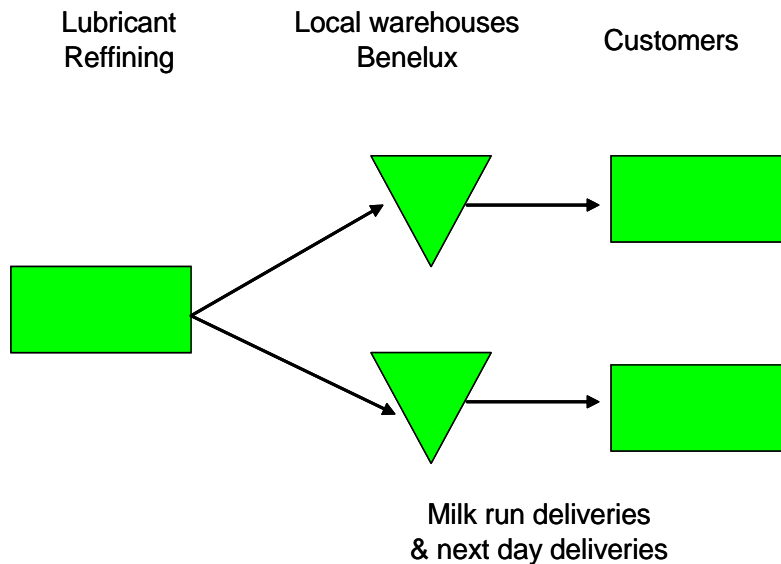


### The customer

A global market leader in lubricants and automotive chemicals with its headquarters in the US, a 300 Billion Dollar company, decided to optimize the logistics footprint in the Benelux.

Our client operated a leased facility in The Netherlands from where orders were shipped by an independent trucking company 2 days after the customer order was received. The main reason for this was the fact that orders could only be picked next day.

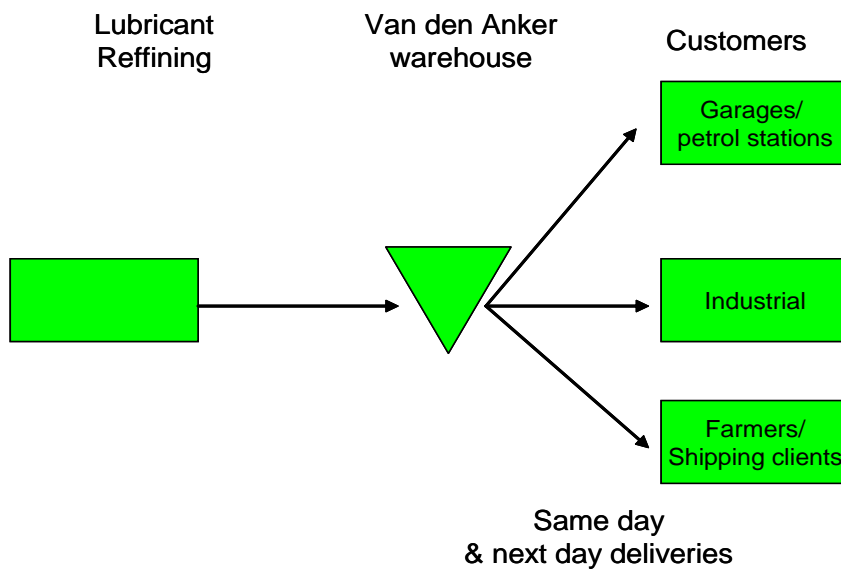
In Belgium our client operated an own warehouse from where products were delivered with weekly milkruns.



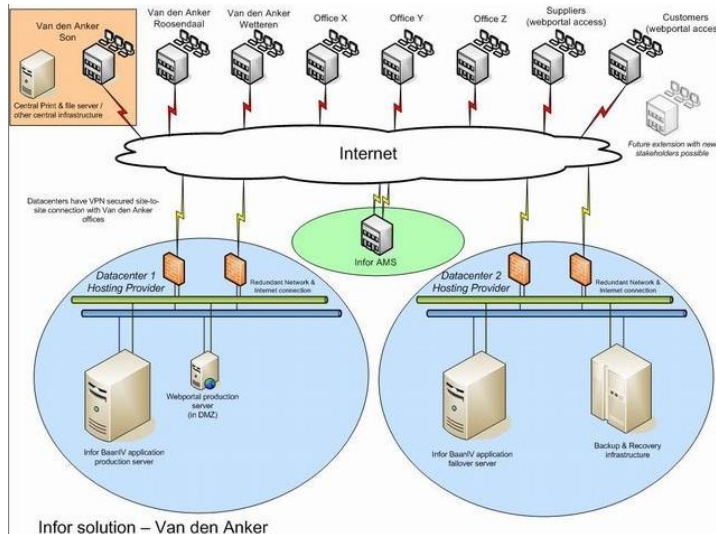
## Van den Anker's solution

The solution for this client was the set up of a Regional Distribution Center in Son (near Eindhoven, The Netherlands). Son is centrally located between all Benelux demand points and the supply from Antwerp and Rotterdam.

Due to the introduction of centralized inventory for the Benelux substantial inventory savings of 15% could be realized whilst at the same time product availability increased.



Van den Anker is not only physically executing the Benelux distribution but also takes care of transport management with the help of Van den Anker's integrated IT solution. At the core there is an Infor ERP system that has both TMS and WMS capabilities. The Infor system is complemented by a route scheduler from Ordix and PDA/ on board truck communication system from Tensing. The state-of-art IT system and its automated route planning system allows for significant lead time reduction to end users.



Van den Anker has a set of standard interfaces available that can communicate with all major business systems available.

### ***Additional value added by Van den Anker***

As delivery reliability increased from 95%+ to 99%+ our client was able to further expand its market position in the Benelux resulting in becoming a market leader. In addition the lead time for end users was reduced significantly with the help of Van den Anker's automated route planning system.

### ***The advantages***

The improved solution offers our client:

- Reduced supply chain complexity.
- Lower supply chain cost of 15%.
- Increased product availability.
- Becoming a market leader in automotive lubricants & chemicals.

Are you considering to optimize your supply chain?

Please contact Van den Anker <<direct link>> or call +31 499 49 11 49.