

# Interactive Data Model Helps Optimize Distribution for German Beer Company

Logistics Plus® Business Intelligence solutions are designed with a user-centric approach. Logistics Plus provides clients with end-to-end supply chain visibility using interactive dashboards, predictive analytics, custom reporting, shipment tracking and tracing, freight invoicing, and global control tower capabilities.

## THE CHALLENGE

Logistics Plus (LP) is a leading worldwide provider of transportation, warehousing, fulfillment, global logistics, business intelligence, technology, and supply chain solutions. In late 2022, a German beer company approached Logistics Plus with a unique challenge. The client had entered the U.S. market (in New England & Northern California) but had no defined strategy for which of their three major distributors supplied their retail locations with beer. This caused several unnecessary cross-country shipments that cost the client premium dollars.

## THE SOLUTION

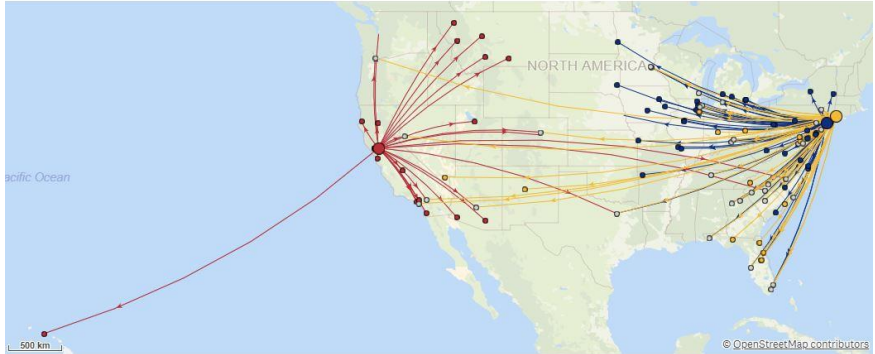
After reviewing the data, The Logistics Plus Business Intelligence (BI) team used the powerfully flexible LP Business Intelligence Platform to create an interactive data model which utilized four LP warehouses as distribution points and associated them with the closest retail locations. The data model can calculate both the time (in days) and distance (in miles or kilometers) of the original routes and compare them to the time, distance, and estimated costs (based on actual quotes from LTL Carriers) for the new proposed locations.

## THE RESULTS

The Business Intelligence team found several obtainable savings

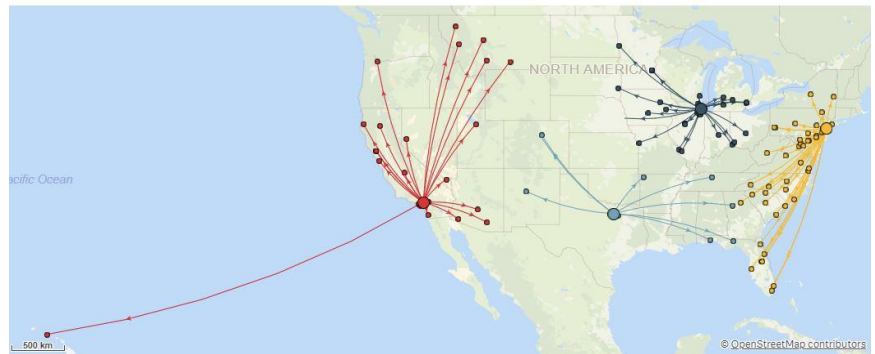
Current Distribution

Gray dots indicate that a customer is receiving shipments from multiple Plants



Adjusted to LP Warehouse Distribution

In this distribution, customers are supplied only by their closest LP Warehouse



and insights for this client's logistics group to implement. The savings included:

- 4.13% reduction in shipping charges.
- 36.11% reduction in Transit Days, meaning that products are in stores much quicker.
- 55.54% reduction in Total Miles traveled, closer distances can result in dramatic savings in fuel costs.

These process improvements that Logistics Plus found and

implemented did not require any substantial changes on the client's part. The analysis was built and made accessible on the LP Business Intelligence platform and can be easily accessed 24 hours a day, from anywhere in the world.

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