

HOW DIGITALIZATION IS SHAPING TRANSPORTATION IN THE PAPER AND PACKING INDUSTRY





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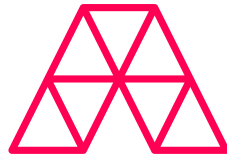
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alpega

Shaping Transport Collaboration

A CHANGING WORLD DON'T PAPER OVER THE CRACKS

Companies in the paper and packaging industry are seeing their business models turned upside down. On the one hand, growing requests for packaging from online retailers, alongside increased demand for canned and pulp based goods in developing economies, are all contributing to a thriving sector. On the other, the demand for large and recurring volumes of paper is being eroded alongside the print media industry.



Adapting to this shift is difficult, as both represent two very different segments with distinct transportation requirements.

Add to this a need to adapt to a world where sustainability is very much front of mind and it's easy to understand why the industry needs to change.

As is the case in many sectors, digitalization can play a key role in bringing about the step change needed. Not only does streamlining and optimizing transportation lead to a more robust and flexible supply chain, while cutting inefficiencies and costs, it also enables businesses to reduce their carbon footprint.

In this ebook we look at how companies in the paper and packaging industry can leverage the latest in transportation software to keep adapting and stay ahead of the competition.



DON'T TAKE OUR WORD FOR IT

Thanks to [Alpega] we can reach out to a much larger network of suppliers and use custom requirements to make sure all respondents are an option worth looking at. On top of that, we have access to better data and don't need to waste time manually cleaning, compiling and analyzing. It's a huge benefit!



NORDIC PAPER

For more information contact us on
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HOW DIGITALIZATION IS SHAPING TRANSPORTATION IN THE PAPER AND PACKING INDUSTRY

To the lay person it might have looked like the paper and forest product industry is on its last legs. Newspapers are going digital or out of business, more and more people keep their library on a Kindle and we're seeing fewer and fewer flyers making their way through our post boxes. And yes, the rapid digitalization of the 'print' media has certainly affected the sector, but that's only part of the story.

According to McKinsey and Company, the paper and forest-products industry is getting bigger and bigger. The demand for packaging, fueled by the digitalization of shopping, is growing across the globe, as is the need for pulp-based hygiene products. This change has greatly impacted the way companies in this industry operate and has driven many to restructure their facilities and processes.

And while these changes have led to new challenges, they have also uncovered plenty of opportunities, especially in transportation.

DIGITALISATION TO THE RESCUE

User-centred design is based on gaining a deep understanding of your users. It's a practice that is common in many of your favourite B2C websites and applications, but not so much in the world of B2B and even less so when it comes to the transport industry. You can sum up the philosophy behind this approach by saying every design and technology choice is made based on the user's needs. That's the approach we took to building Smart Booking.

Our findings were validated with a group of shippers and carriers along each step of the process. It's been a long journey to get where we are and there's plenty more work to be done. Smart Booking will continue to evolve based on your needs and I'm very proud of the team and everything we've achieved.

TURNING THE PAGE – FUTURE CHALLENGES

The paper and packaging industry is not alone in having to change its business model as a result of digitalization. However, it can take solace in the fact that digitalization also offers many opportunities for optimization and improvement - Both from a strategic and operational perspective. Better data and visibility, leads to better planning potential and reduces the frustrations of every day work life by automating tedious tasks.

The one element that will not change is the ability of leading companies to continuously improve and adapt their transportation by leveraging the latest technology to stay ahead of the competition.



We were keen to find new solutions to continue to offer our clients effective services and Transwide met all our needs in terms of the fluidity, efficiency and reliability of our road transport. It fits in perfectly with our strategy to outsource services and respect provisional transport costs.

JEAN-YVES BOURGUIGNON
HEAD OF LOGISTICS AT NORSKE SKOG

NORSKE SKOG RELIED ON TRANSWIDE TO IMPLEMENT THEIR NEW ROAD TRANSPORTATION MANAGEMENT MODEL

BACKGROUND

Norske Skog Golbey paper mill (referred to as Norske Skog from this point) is a subsidiary of the Norwegian Group Norske Skogindustrier. Located in the Vosges area in Eastern France, not far from the major commercial publishers and printing presses, Norske Skog was looking for the most innovative, profitable and responsible logistics model for delivering reels of paper to clients around the world.

Incoming deliveries of more than one million tons of raw materials (wood and recycled paper) and outgoing deliveries of 600,000 tons of newsprint each year, means close to 200 trucks need to be managed every day.

For the planning and management of its transport processes, Norske Skog selected modular TMS Transwide.

ONE SOLUTION AT THE HEART OF A NEW MANAGEMENT MODEL FOR ROAD TRANSPORT

Having previously appointed a single carrier, Norske Skog used the renegotiation of their transport budget to undertake a top to bottom review of their road transport management strategy. It became clear that there was a need to outsource operational management and increase the number of transport partners.

At the same time, Norske Skog was keen to maintain control of transport purchasing and invoicing, relying on its ERP. Given the high volumes of complex information that needed to be managed, a TMS solution, capable of interfacing in real-time with their ERP, was crucial to the project. On top of this, there was a need to spread out the arrival of trucks to relieve congestion at the production site, reduce queues and improve communication with transport partners.

Speaking about the challenge, Fabrice Grangirard, Director at Norske Skog's outsourced logistics partner said: "We were won over by Transwide's collaborative approach, offering modular SaaS solutions that can be quickly adopted by everyone involved, and in particular its slot scheduling portal, which is increasingly used by carriers because of how user-friendly it is."



A MODULAR APPROACH

The challenges that face businesses shipping and The Transwide solution was operational within a matter of weeks and combined three modules:

Call-off

For digital communication of transport orders

Slot Booking

An online solution designed to schedule slots with carriers

Trace

To track deliveries

Today Norske Skog's logistics department, their outsourced logistics partner's employees and the 30 listed carriers enjoy the benefits of Transwide every day.

“Centralizing all the key information and automating all the administrative tasks via a direct link with our ERP system makes Transwide incredibly easy to use, saves a great deal of time and offers optimum convenience when it comes to managing shipping orders and delivery receipts and optimizing the comings and goings of more than 200 trucks. We can now communicate with carriers and generate statistics in just a few clicks,” says Franck Royer, who is responsible for transport organization at Norske Skog, within their outsourced logistics team.

RAPID RESULTS

In practical terms, Transwide is fully linked to Norske Skog's ERP system and their paper restocking tool. Transwide collects information about deliveries, organizes the traffic and opens up available time slots for carriers, 24 hours before deliveries come in or go out, depending on the type of product. These include recycled paper in bulk, reels and wood.

Carriers are kept informed of transport orders in real time by logging on to the Transwide web portal, and subsequently to schedule delivery slots. The process of arranging delivery slots and transferring the 200 transport orders placed each day is fully automated. This enables the logistics team, now free from administrative tasks, to focus on its core business: coordinating and monitoring the quality of the road transport service.

Transwide effectively reduced the time required for the planning and execution of transport activities by 65%.



Centralizing all the key information and automating all the administrative tasks via a direct link with our ERP system makes Transwide incredibly easy to use, saves a great deal of time and offers optimum convenience when it comes to managing shipping orders and delivery receipts and optimizing the comings and goings of more than 200 trucks. We can now communicate with carriers and generate statistics in just a few clicks

FRANCK ROYER
RESPONSIBLE FOR TRANSPORT ORGANIZATION
AT NORSKE SKOG



transwide

part of alpega

ABOUT TRANSWIDE

Transwide is a leading transport management solution (TMS) for shippers to manage the end-to-end transportation of goods across the globe. Transwide's 100,000+ users leverage a network of 80,000+ carriers and 5,000 shipping locations to handle more than 30 million transport orders each year.

For more information about our company and products, please visit www.alpegagroup.com/en/tms/transwide

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