

The aims of Campina using the SHORTREC route planning system are optimization of planning, lower transport costs and the consolidated market position resulting from this. Current planning support by SHORTREC in transporting the milk to the Campina production plants and the envisaged improvement in efficiency fit perfectly into this philosophy.

CAMPINA: "Just a standard system is not enough."

Campina's logistics efforts have constantly increased over the years. The company realized that savings were possible with a better overview of the situation. Hans Wieleman, Head of Logistics & Transport at Campina: "The old system of manually planning involved stacks of paper using distance tables. It all worked well but was finally unmanageable. What's more, it became increasingly difficult to get an insight into the costs of all these transport operations. Our planning had to be automated."

Negotiations with a German company on the purchase of a route planning system were as good as complete but the whistle was blown at the last minute. Wieleman: "The path we took would turn our current method of planning upside down. A long and reliable relationship with the programmer was therefore indispensable. We were not convinced this supplier could cope with such long-term cooperation. The package offered also had no algorithm for optimization."

If it's worth doing, it's worth doing well

And so Campina ended up with ORTEC. The SHORTREC route planning system delivers a perfect custom made product for Campina's complex and unique logistics process. ORTEC has the knowledge and quality in house enabling it to fit in with the most dynamic business processes. "What was of decisive importance for us was that ORTEC is used to fulfilling its clients wishes." We wanted to be a hundred per cent sure the system could do what we expected of it. It was going to be quite a job but we had absolute faith in ORTEC being able to manage, which was the most important thing."



- One of the biggest dairy companies in Europe
- A turnover of over 3.8 billion euros
- Top brands such as Landliebe and Mona available in 130 countries
- One of the most important partners of the major European supermarket chains and the worldwide food- and pharmaceutical industry
- Active in consumption milk products, such as milk, dairy drinks, yoghurt and desserts, cheese- and butter products and ingredients for the food- and pharmaceutical industry
- In the Netherlands, 7,000 dairy farmers supply milk to Campina every day.
- Campina processes 3.3 billion kilos of milk in the Netherlands every year.

At the same time as deciding on the automation, Campina decided to adopt the business software solution, SAP. ORTEC is a certified SAP partner and has extensive experience in implementation for SAP clients. Hans Wieleman: "SHORTREC easily exchanges data with the SAP system. ORTEC also speaks the language of the everyday planner. This satisfied our most important demand."

Added value

SHORTREC has a unique method of integrating two planning processes for collecting Campina's milk. SHORTREC first optimizes the route planning. The planners can thus determine which milk tanker visits which farmer and in what order. SHORTREC then suggests which tankers go to which production site based on their demand for milk. Here, the system takes account of the expected level of supply based on milk production each time milk is collected from each farmer.



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Furthermore, with SHORTREC, Campina can now count on the quantity of protein in the milk, which is very important for Campina as protein-rich milk is excellently suited to the production of cheese. SHORTREC takes account of the protein content in its route planning and indicates how the tanker can transport this milk to the cheese factory as efficiently as possible.

Campina currently still works with fixed routes arranged manually by the planners. There must be gradually more dynamic routes. SHORTREC will receive a certain amount of freedom here. Hans Wieleman: "It is important for us that manual changes in the planning remain possible as the practical experience of our planners and drivers is indispensable. They have already been on the farmers' premises several times and know the infrastructure like the back of their hands. Therefore, just a standard system is not enough for us."

Visible difference in costs

Michel van Woerkom is the tanker transport manager at Campina. He knows how the planning of the transport works on a daily basis. Van Woerkom: "The system works excellently but we still do not make enough use of the extensive SHORTREC possibilities. Automating the planning particularly demands a certain culture shock from planning and operations. Further efficiency shocks demand greater dynamics in carrying out the planning with many practical restrictions such as for example, the importance of a driver's detailed knowledge of an area."



"That is of course very understandable", says Van Woerkom. "It's not so easy to change when you have been used to choosing what appears to be the most logical route on sight. However, when the planner in SHORTREC moves a collection order from truck 1 to truck 2, an immediate saving in costs becomes apparent. This is therefore another positive challenge for testing the further advantages for practical feasibility and implementing these where possible. There are plenty of chances for this."

About ORTEC

ORTEC is an independent and authoritative organization in the field of consultancy development of advanced planning systems. Since our founding in 1981, our efforts have led to various decision support systems and standard software packages used for example, in logistics and financial organizations worldwide. ORTEC has branches in the Netherlands, Germany, Belgium, France, the United States and South Africa.

More information

Would you like to know what SHORTREC can do for your organization? Contact our professionals for a non-binding appointment. They will be pleased to introduce you to our advanced planning systems and associated services.