

CASE STUDY

Digitalization is the
secret ingredient
that keeps your
pasta fresh



Barilla
The Italian Food Company Since 1877.

CASE STUDY

ABOUT THE CUSTOMER

Founded in 1877, family-run food company Barilla is a world leader in Italian products such as pasta, bread and sauces. Having access to reliable systems and processes is one of the essential ingredients required for getting two million tons of food onto kitchen tables in across 100 countries, every year. The company has a special attention for sustainability.

In 2020, Barilla replaced road transports headed for Germany with three dedicated trains from Parma in Italy to Ulm for 70% of its products. This means 5000 less trucks on the road and 6000 tons less of CO2 per year.

Going forward, Barilla will continue to swap fossil fuels for bio-energy and deepen its engagement with the circular economy in support of European-wide initiatives to dramatically reduce CO2 emissions by 2030.



We witnessed many improvements since implementing Transporeon solutions. Waiting times reduced. Efficiency increased. Internal storage capacity went up. Our transformation process was built around the platform because we knew it could support it. **Transporeon is an important piece in the puzzle.**

Gianluigi Mason

Director of Logistics, Italy at Barilla



THE CHALLENGE

When success depends on shipping 250,000 truckloads of dry and fresh goods each year, logistics earns a seat at the head of the table. Delivering against lead times of between 24-48 hours means one thing is certain despite market fluctuations: today's task is to plan tomorrow's loads.

THE JOURNEY

Logistics was one of the first functions to undergo transformation as the business grew. Until 2012, Barilla used tech developed by its 3PL. Transporeon and the SAP configuration came in after a significant organizational restructure refurbished the internal logistics function with proper processes and systems. To this date, Barilla's transportation management strategy is based on this.

SOLUTION AND BENEFITS

Barilla needed to redesign its network, shifting to using more internal warehouses; Transporeon's technology provided the capacity for Barilla to upgrade without disruption – keeping pace with the ever-changing needs of the business. Transporeon's global coverage made it easy to achieve Barilla's desired European scope process optimization, and Transporeon is used in all locations.

Also, a cost-effective way to simplify their interaction with carriers has proven essential. Barilla relies on Transporeon for Transportation Execution and Time Slot Management, simplifying and speeding up processes as the company grew. It also made it easy to exchange information with carriers (many of whom use Transporeon themselves).



Cost reduction by swapping manual carrier assignments for automating raw materials orders, such as semolina for pasta.



Smoother business operations, reduced waiting times and more on-time deliveries play a key role in Barilla's growth.



It's easy to track and exchange information with carriers using the Transporeon platform – processes related to carrier and driver acceptance are simplified.

CASE STUDY

PRIMARY FEATURES

2 million
tons of goods
shipped around
the world
annually

100 countries

19 brands

250,000
full truckloads
per year

Presence in
90 warehouses

30 production
sites

> 8,500
employees



FACTS AND FIGURES

€400m logistics
budget

70% devoted
to transport



THE FUTURE

Right now, Barilla is collaborating with Transporeon to develop and release improvements to connect with Rate Management.

Barilla is on track to introduce Transporeon Sixfold in France in the coming months, as part of its global drive to align with carbon measurement and reporting mandates mapped out by the European Commission. Real-time Visibility will enable Barilla to simplify shipments, minimize waste and reduce emissions, a fantastic example of how Transporeon's one-stop-shop approach to transportation management harmonizes business and industry-wide transformation.

TRANSPOREON

MORE SOLUTIONS TO SUPPORT EFFICIENT LOGISTICS

READY TO DISCOVER YOUR MISSING INGREDIENT?

Our world-beating suite of Transport Execution and Yard Management solutions are just a conversation away.

TIME SLOT MANAGEMENT

NO TOUCH ORDER

