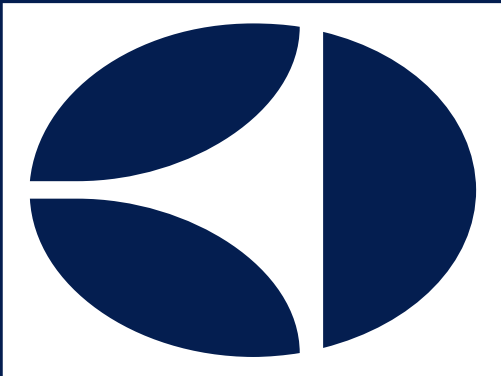


Fabbrica Futuro, 14 Marzo 2018, Mestre

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## **La digitalizzazione della logistica in Electrolux: tecnologie e organizzazione per lo sviluppo del business.**

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Cristina Baccichetto, Logistic Manager Italy



# Electrolux Home Appliances EMEA





# Electrolux Group

Net sales SEK

**122**  
bn

Sales in

**150**  
countries

People

**56,000**

Products

**+60**  
million



# Innovations, acquisitions and strong brands



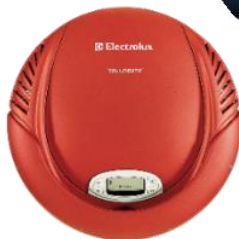
Axel Wenner-Gren



1925: World's first absorption fridge



1959: Round jar bench dishwasher



2001: World's first robotic vac



2004: World's most silent vac



2004: First Ergorapido



2012: Grand Cuisine, first professional kitchen for consumers



2013: Sous-vide oven



2013: Masterpiece tilted blender



2016: Blast chiller for households

1912: Lux 1 – first vac



Electrolux



Electrolux



Thinking of you  
Electrolux

Electrolux

1919

1962

1984

1986

1991

1994

1997

2000

2011

2011

2015

2016

2017

AB Elektrolux founded

Elektro Helios Sweden



Zanussi Italy



Frigidaire USA



Lehel Hungary



AEG Germany



Refripar Brazil



Email – Westinghouse Australia



Olympic Group Egypt



CTI Chile



Veetsan China



Vintec Aus and Kwikot S Africa

Grindmaster -Cecilware, Anova, Best and Continental

Main acquisitions 1962 - 2017



## Electrolux offering for best-in-class consumer experience

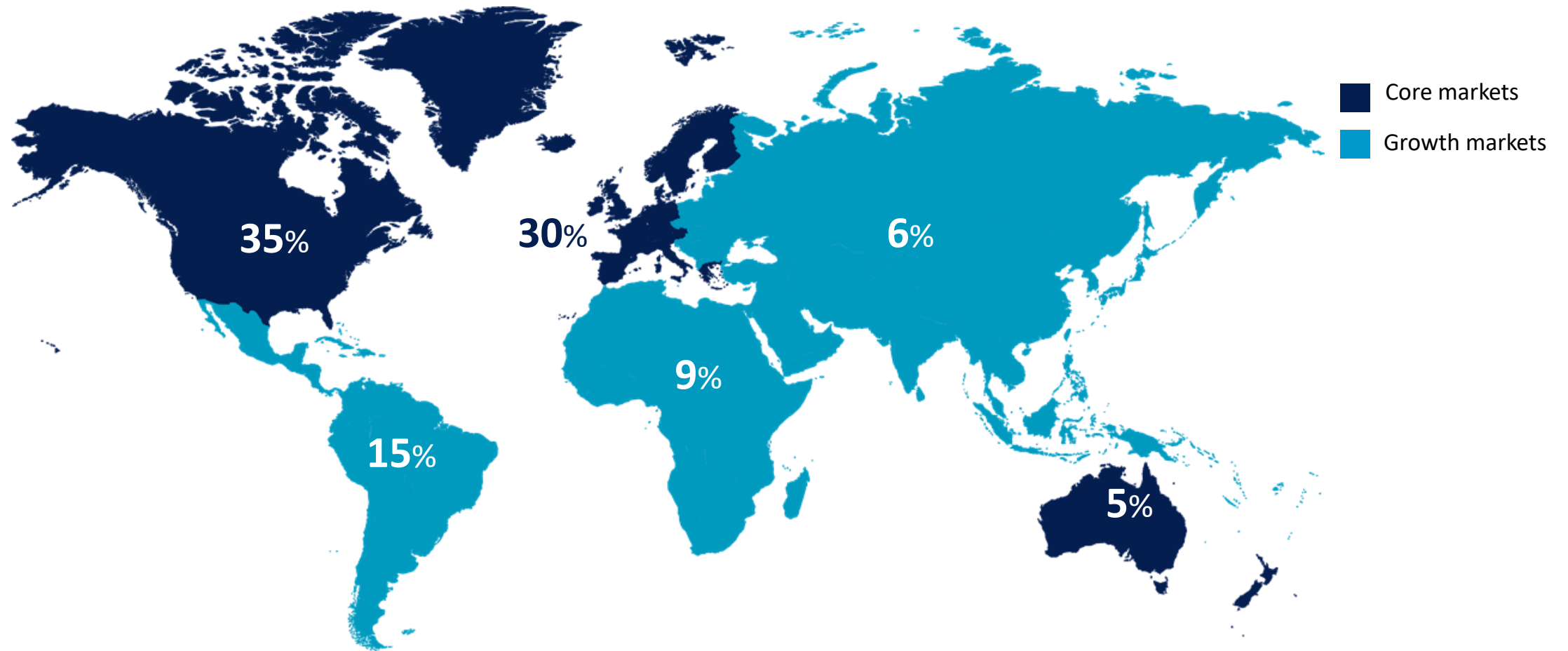


Share of group sales 2017

\* Airconditioners, airpurifiers, water heaters, etc



## Sales per geography



# Purpose-driven company

PURPOSE

Shape living for the better

MISSION

We reinvent taste, care and wellbeing experiences for more enjoyable and sustainable living around the world.

STRATEGIC  
DRIVERS

Act sustainably

Create better experiences

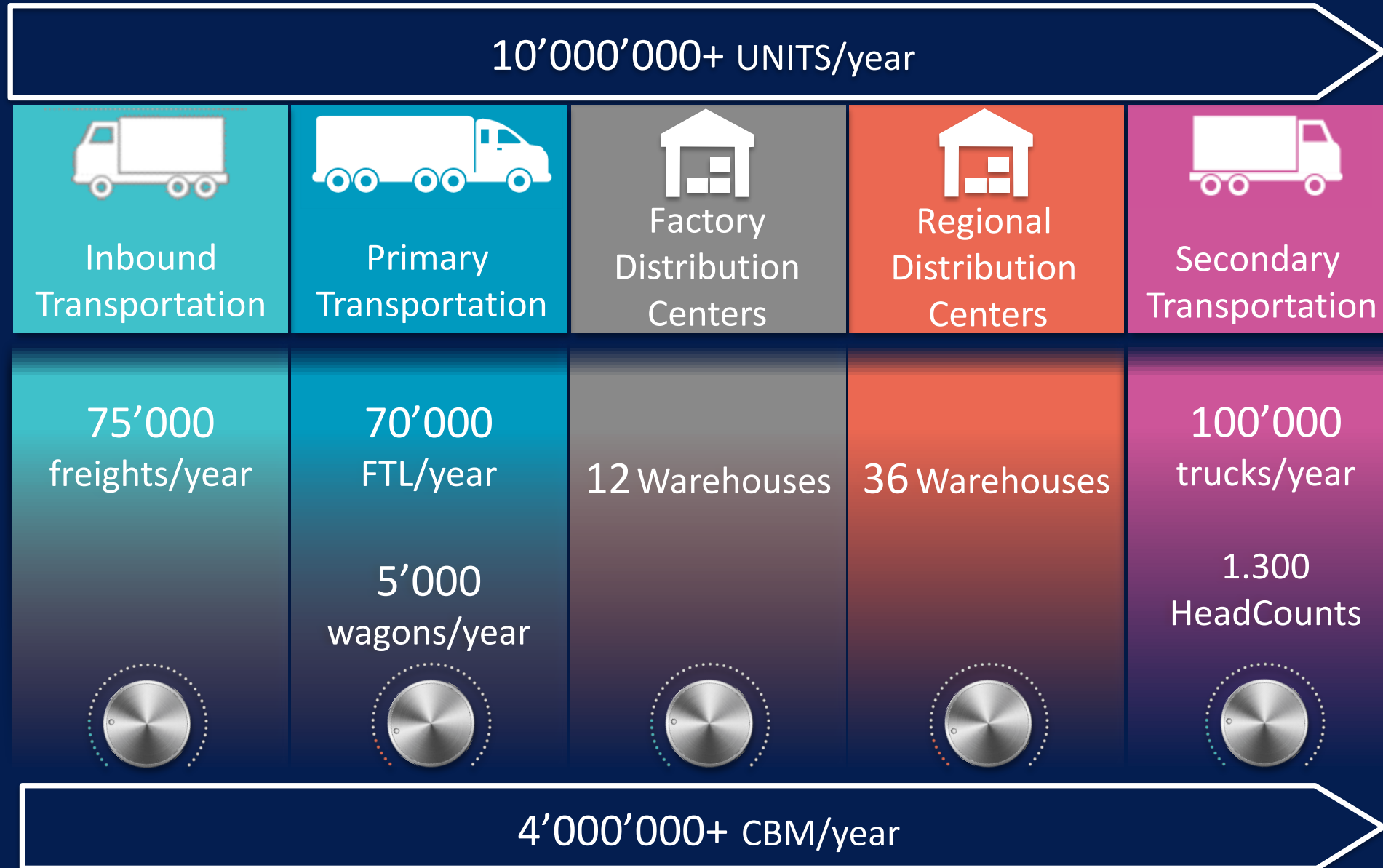
Always improve

# The Electrolux purpose





# EMEA Logistic Figures At-a-Glance



# Electrolux Logistics Strategy

*be the internal 4PL,  
be a highly consumer oriented organization*

- Transparent, accurate, connected and reliable process**
- From a cost center into a service center**
- Full airport control towers approach**
- Inspiring an engaging our second line back office & Team leaders**
- Agile and Prototyping**
- Become the Best Business Partner for our Suppliers**



Drop shipment Strategic Outsourcing Speed Booking system  
CO2 reduction Connectivity Dock scheduler  
Bonded Warehouse

# Direct Deliveries Cross Docking Innovation

Experience

Lead Time

Efficiency

Tariff

Digitalization

Open mind

Handling

E-commerce

Returns  
Communication  
Reverse Logistics  
Clarity

VAT Warehouse

## Container Management

As part of the Group, Logistics has to... Drive profitable growth by creating best-in-class consumer experiences, supported by a strong focus on innovation, operational excellence and talent and teamship.



Track & Trace





# Electrolux' digital approach

## Control Tower Monitor and Track& Trace



ORACLE

# Electrolux

## e-track

powered by GFCS

**Trip Details**

Customer Reference	385884630	Carrier Code	HUNCARGO_KFT-EUP
Truck Plate	NSW405	Trailer Plate	WBH184
Loading Place	SUSEGANA FDC/RDC (ITSU-OTD)	Unloading Place	MÄGENWIL RDC (CHMA-OTD)
Loading OTM	3/10/2017 7:00 AM Europe/Rome	Unloading OTM	3/13/2017 12:15 PM Europe/Zurich
Active	Yes	Ready For Close	No
Inserted By Carrier	3/9/2017 1:26 PM		
Comment			

**GPS STATUS**      **Trip Status: Normal**

Event Log | Monitoring Request | Electrolux planner

Event	Time	Comment	Operator
ER-4 - No GPS Signal	3/10/2017 5:04 AM	ETP-2-SIG OLD GPS PO...	automata
ER-1 - Normal Status	3/10/2017 6:18 AM	Enter position of tr...	szfabian
G0 - Everything is OK	3/10/2017 10:15 AM	Logged earlier	aantolik

Map controls: Map, Satellite, 2017-03-10 05:35:48, PAUSE, Stops



**MONITORING**  
Real time data



**ACCURACY**  
GPS positioning



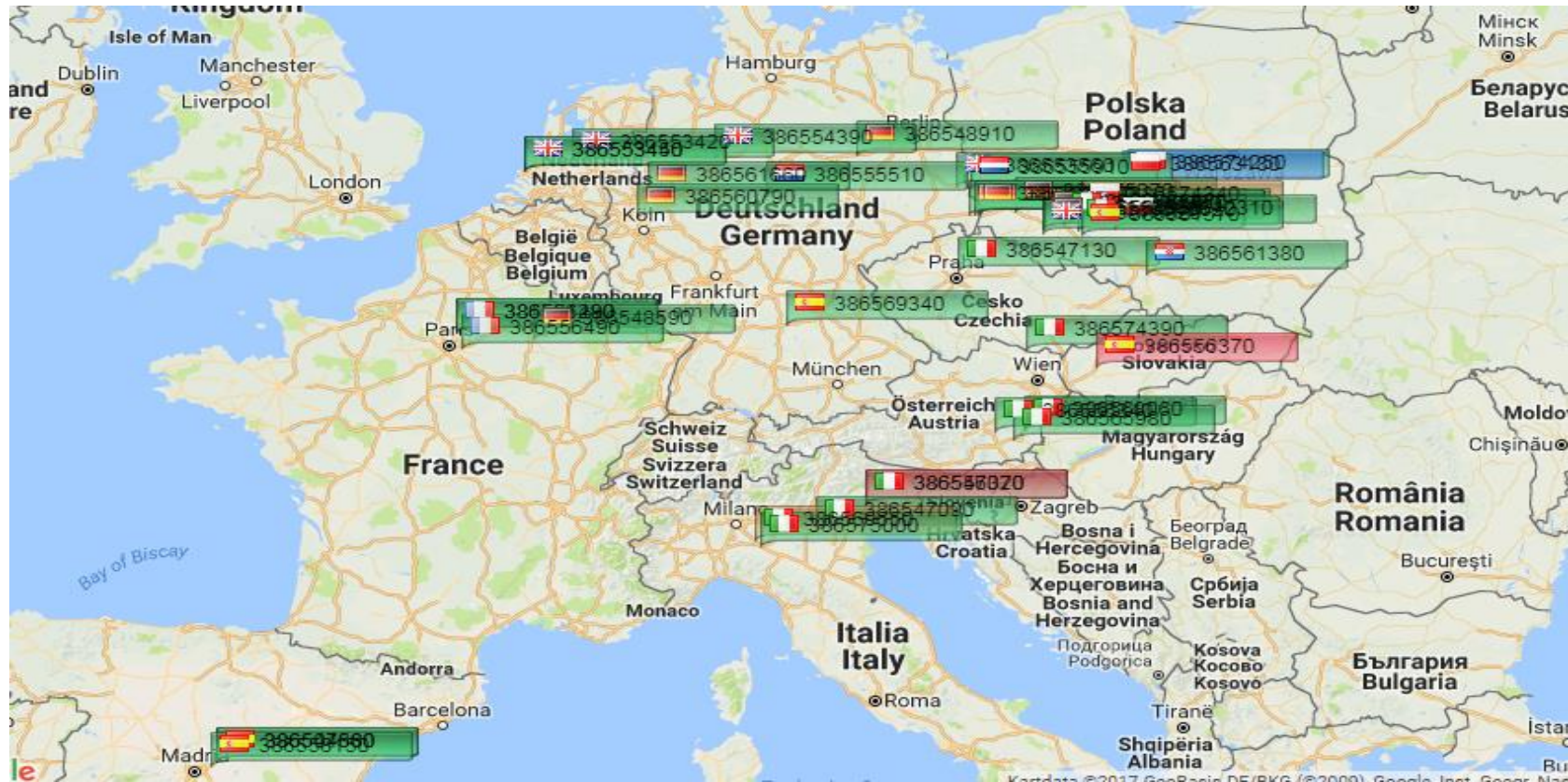
**PERFORMANCE**  
Carrier Development





# ...lets look at our Shipments

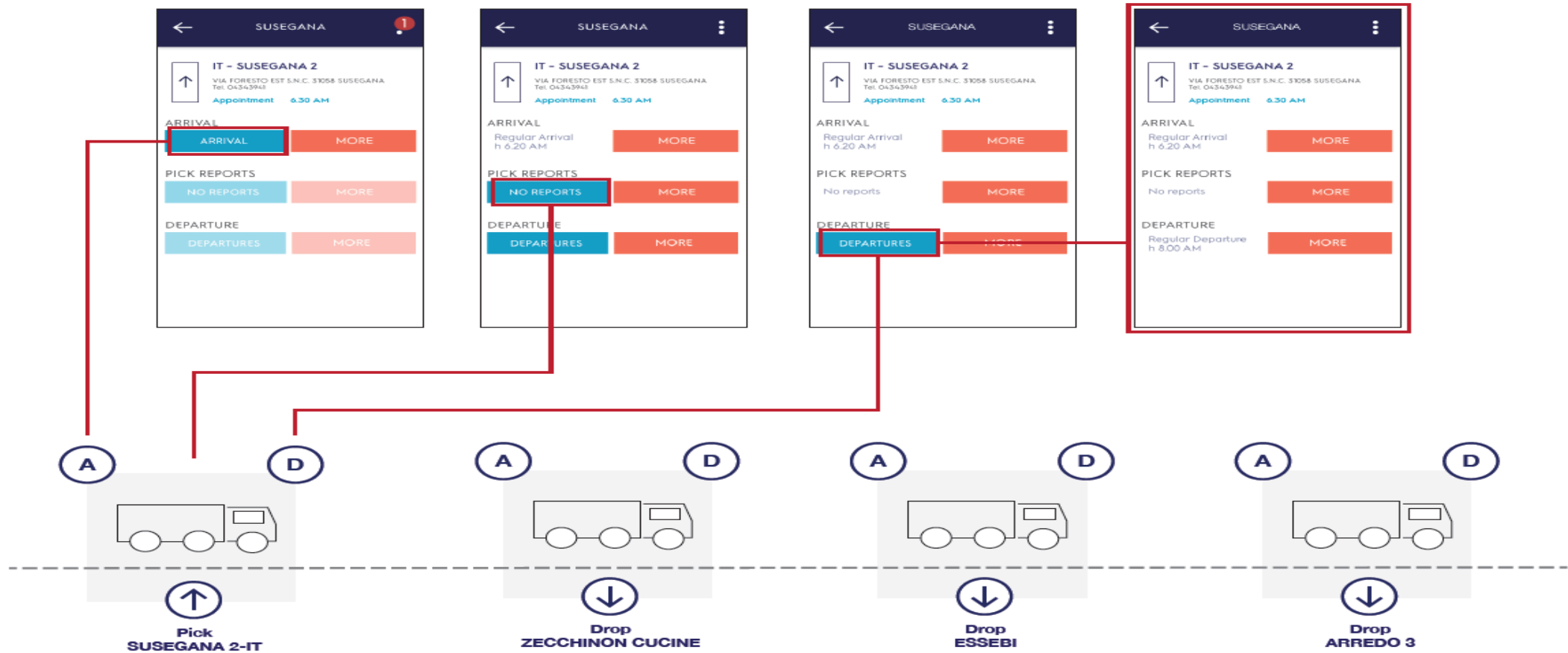
<http://e-track.eu/Triptracker>





# Track & Trace – Mobile App – Secondary Transportation

## CASE A - Regular pick

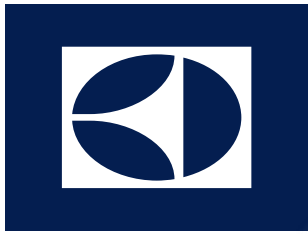




# Electrolux Visual Shipment EL.VIS







# Warehouse Control Tower



*changing the mindset!*

REACTIVENESS

PROACTIVENESS

WAITING WHAT TO HAPPEN

ACTING ON WHAT WILL HAPPEN

GETTING BAD SURPRISES



PROPER PLANNING

PASSING THE "BALL"



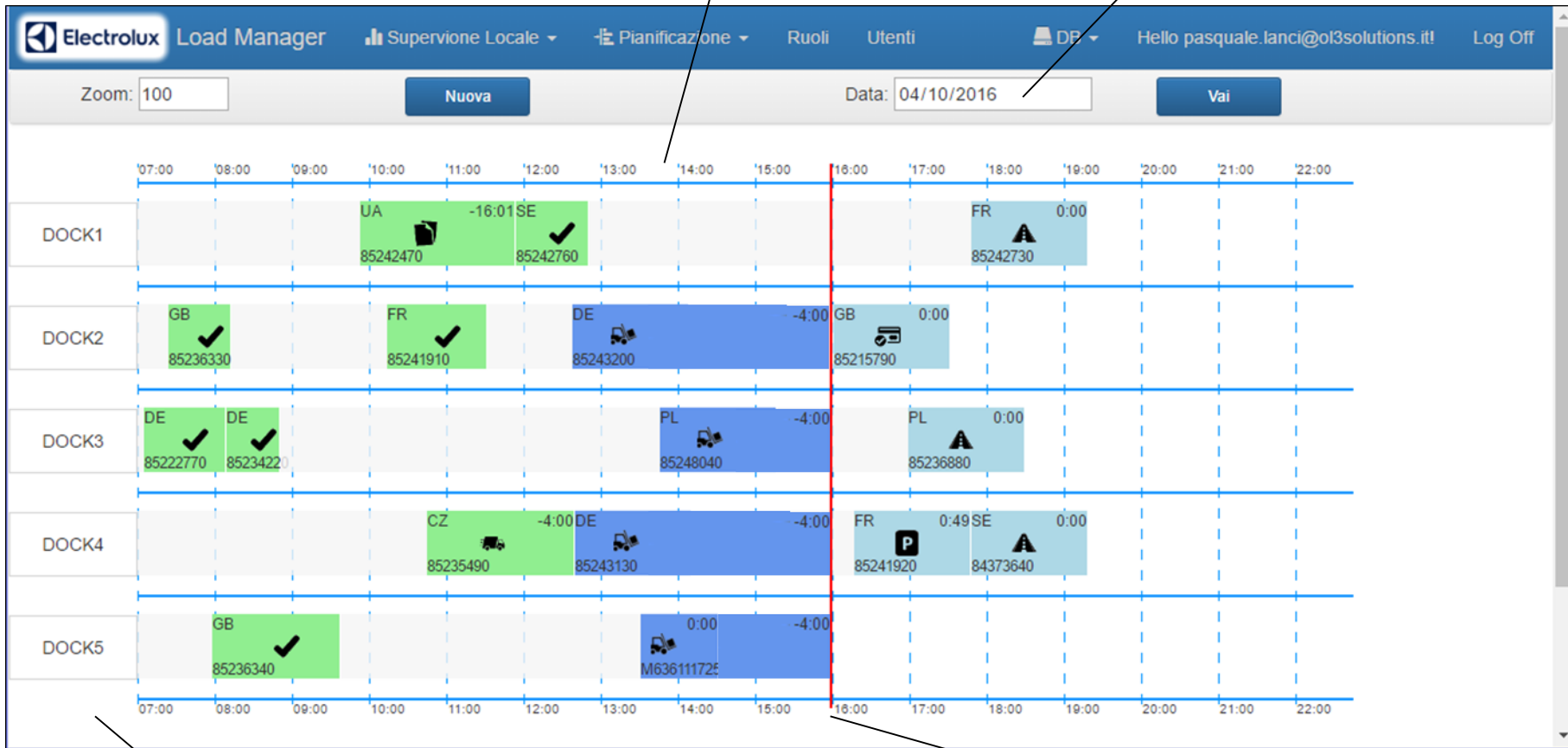
TAKING OWNERSHIP



- Look ahead to estimate the arrivals to warehouses
- Reshuffle the planned schedule to ensure an optimized loading/unloading sequence.
- Involve all the players in the process, to find alternatives and reduce inefficiency



# Loading planning



Axle of time

Date selection

Docks

Current time (red line)



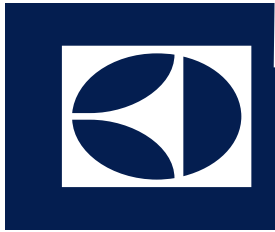
Load completed



Loading ongoing

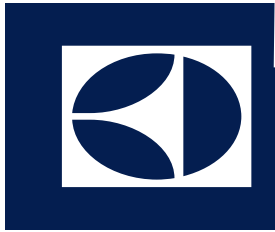


Planned Load



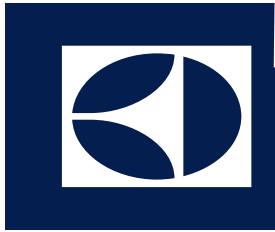
# Funzioni extra – ora previsto arrivo





# Funzioni extra – ora previsto arrivo

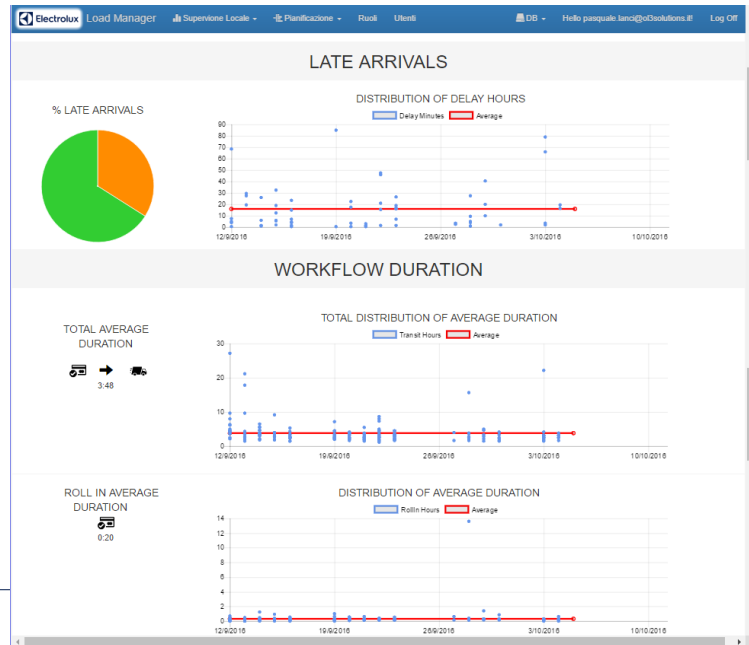




# Funzioni extra – notifiche sms ed analitiche












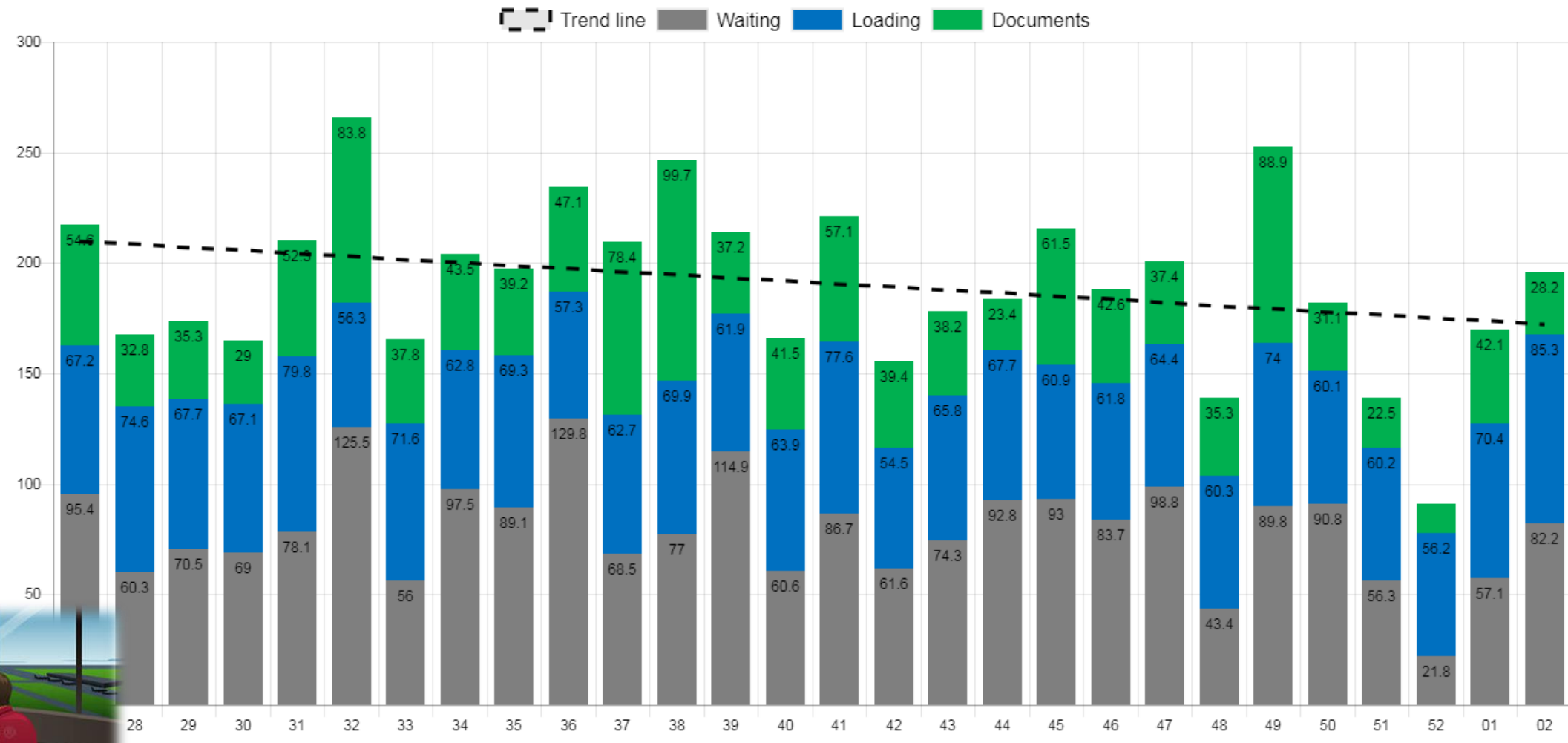
Porcia – 08 July 2016 - 14:00				
Truck	Status		D	Start end
GH354YT	Loading		1	13:25 14:30
EP058GT	Approach.		2	14:00 15:10
GI464YT	Waiting		4	15:20 16:15



Disponibile un sistema di notifica sms multilingue ed una pagina di analitiche di business

# Reduction of Overall Loading time by 25%

- Waiting   
- Loading   
- Documents   



Show Data Export

From: 12/07/2017

To: 12/03/2018

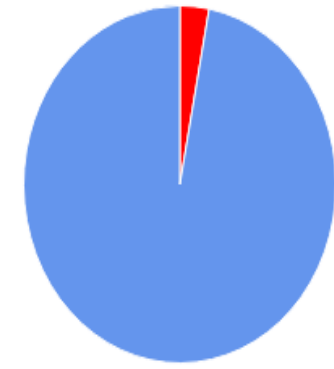
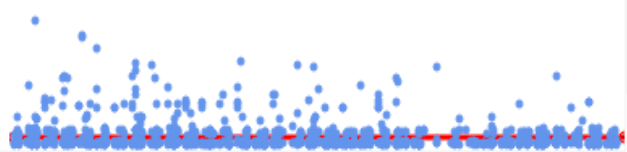
Update

# Reduction of Demurrages by 50%



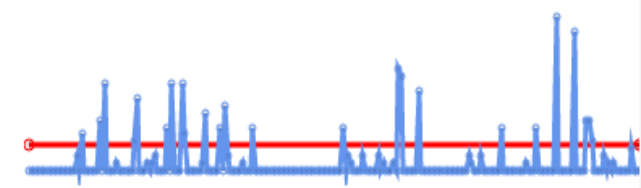
40% Late  
60% On Time

Average delay  
**861.0 mins**  
Number of trucks  
**1066**  
Distribution



3% Demurrage  
97% Shipments Ok

	½ Hours	Days
Estimated demurrages	233	2
	€ 2912.5	€ 600

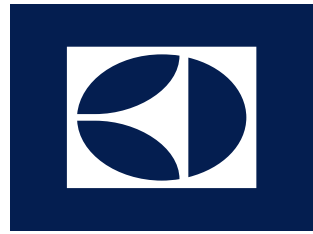


## Lead times

- ontheroad
- roll in
- waiting
- approch to dock
- loading
- documents
- roll out
- gone







# Digital Logistics Airport View



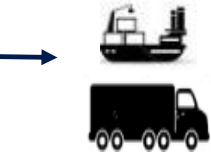
Q4 2015 **Analysis** **Design** **Development** **Test** **Implementation** **Sustain** Q4 2018



Production & OEM



Goods receipt & warehousing



Arrival at loading



Time Gate

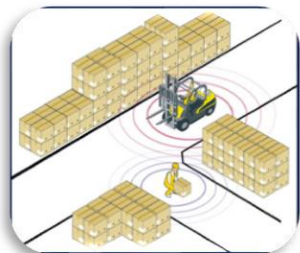


departure



Delivery at customer

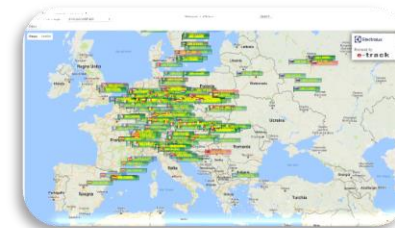
RFID



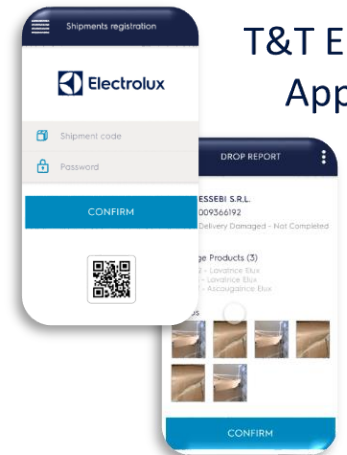
Dock Scheduler

Set time	Arrival time	Origin	Carrier	Type	Plate	Dock	Status
6:00	6:00	DEPO	WABERERS	TRAILER_RD	MIF474/XZP545	1	Departured
6:00	7:00	IIFO	WABERERS	MTRAI_BDE	NO1520 WBP387	2	Carrier Delayed
7:00	7:00	PIZA	ZTE	MTRAI_B11	WR19111/ANR93114	3	Shipment
8:00	8:00	PLSW	ZTE	MTRAI_B11	WR1912E/WR00900	4	Departured
9:00	9:00	IIFO	WABERERS	MTRAI_BDE	NO1521 XZK811	3	Shipment Completion
10:00	10:00	IIFO	WABERERS	MTRAI_BDE	MNO13 XZK779	2	Unloading
11:00	11:00	IIFO	WABERERS	MEGA	EV895RN XA6598K	5	Documents
12:00	12:00	PIOL	ZTE	MTRAI_B11	WR1912C/WR98600		At warehouse
13:00	13:00	PIOL	ZTE	MTRAI_B11	WR1912B/WR98788		Checked in
15:00	15:00	ITEO	WABERERS	MEGA	EX09RLY XA221FA		Not arrived
16:00	16:00	HUIY	EPOTRANS	MTRAI_A11	ST7235I/ST6873A		Not arrived

Airport Screen



E-track



T&T Elux App



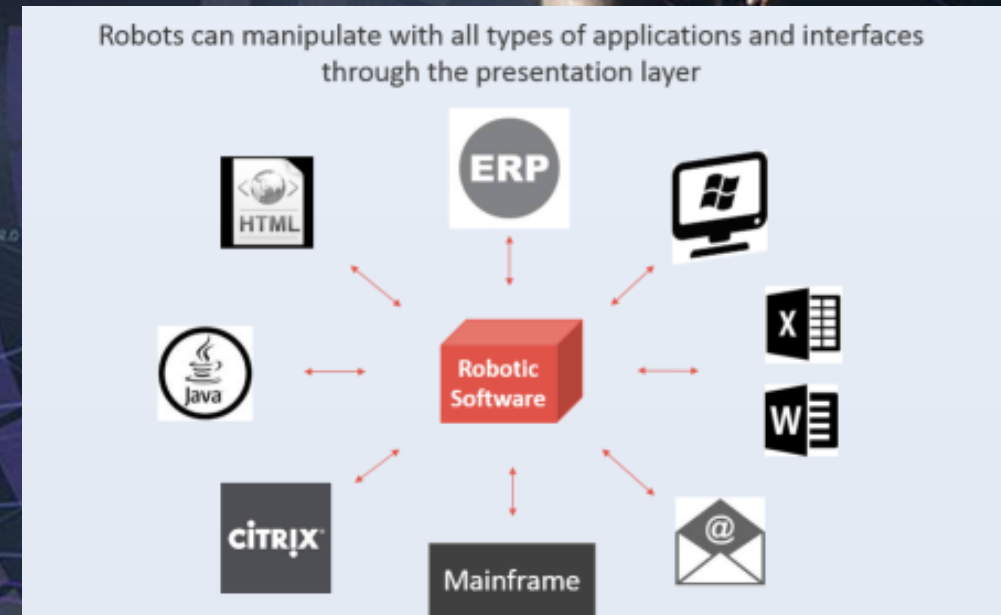
# How it may be the future of Logistics?



# Robotic Process Automation (RPA) potentials in Logistics & Supply Chain

- Feed Track & Trace information to Sales, Supply Chain, Customers or even End Consumers
- Automate warehouse back office activities
- Simplify Control Tower manual processes
- Mater data maintenance

Having this type of competency and mindset is extremely valuable for any organization moving into a era where everything is connected.





happy consumers



**Thank You!**

[cristina.baccichetto@electrolux.com](mailto:cristina.baccichetto@electrolux.com)