



Leadtec™

Leadtec E-Commerce Solutions Give DB Schenker a Competitive Edge

In business, as in life, simple, timely and accurate communication is essential to success.

Leadtec has developed an electronic messaging solution for global logistics provider Schenker Australia Pty Ltd that has provided new efficiencies to their management of a complex international supply chain and kept their business one step ahead of the competition.

DB Schenker is one of the leading international providers of integrated logistics services providing complete solutions tailor-made for the requirements of industry. DB Schenker integrates the individual components of the supply chain, creating a reliable flow of materials and information. The emphasis is on process integration between companies allowing customers to focus on their markets.

In 2007, Schenker Australia Pty Ltd was contracted by a multinational consumer goods manufacturer to act as a third party logistics provider between

its warehouse and a number of Australian retailers including Officeworks, Myer and David Jones.

This contract demanded that data communications such as retailer generated electronic purchase orders and manufacturer's advance shipping notices be translated into a format that could be instantly read by the manufacturer and the retailer, as well as the transport carrier of Schenker Australia Pty Ltd.

To facilitate this complex data exchange, Schenker Australia Pty Ltd engaged e-commerce specialists Leadtec to map and translate electronic messaging between each of the parties.

Joe Whittle, Product Manager Logistics for Schenker Australia Pty Ltd, said that the e-commerce solutions Leadtec has developed for Schenker Australia Pty Ltd have created an effective and transparent electronic gateway between all links in the supply chain.

"Leadtec has created a product that translates messages between Schenker Australia Pty Ltd,

Case Study: DB Schenker

“Leadtec has developed an electronic messaging solution for global logistics provider Schenker Australia Pty Ltd that has provided new efficiencies to their management of a complex international supply chain.”



Leadtec InTouch

Bringing Trading Partners Together



Integration to Local Software

CLIENT SIDE SYSTEMS

Straight forward tools and local software integration delivered in simple, flexible modular packages.

the transport carrier, the manufacturer and the retailers into all in-house formats instantaneously,” he said. “The retailers’ electronic purchase order is received instantly by the manufacturer and when the goods are ready, the advanced shipping notice is assimilated into the retailers’ system seamlessly.”

Mr Whittle said Leadtec’s electronic gateway had created other benefits that were unforeseen at the outset of the project.

“When the transport carrier’s confirmation of delivery message is sent to the manufacturer, Leadtec’s comprehensive data interface allows the manufacturer to forward it through to the retailer as the first step in a reverse billing process. We have found that this has simplified the processing and billing of orders, saving us time, money, and reducing the paper trail substantially.”

Scott Needham, Managing Director at Leadtec, said that the transparent linking of the electronic supply chain system with the retailers and manufacturers’ in-house systems was crucial to the success of the project.

“We have managed to supply Schenker Australia Pty Ltd with a system that meets the electronic data requirements of its clients with 100 per cent

accuracy,” he said. “Leadtec’s solution has allowed Schenker Australia Pty Ltd to sharpen its competitive edge in the global logistics industry.”

For further information about Leadtec’s electronic data translation gateways please contact:

Max Ng
eCommerce Project Implementations Team Leader
max.ng@leadtec.com.au

Scott Needham – Managing Director
scott.needham@leadtec.com.au