

CASE STUDY

# The importance of being on time



# Customer

**Meno20 - Cold and Fresh** specializes in the handling and distribution of low temperature goods and services within the retail sector. Major clients include MEGAMARK with the A&O and Famila brands, MAIORA with the Despar brand, Tatò with the Coop brand, Supercentro with the SISA brand and MD Discount.

Meno20 is part of SOA Corporate, an aggregate of seven companies that offer logistics solutions to integrate handling and warehouse management services with transport and distribution.

Five Meno20 warehouses provide a total of 130,000 cubic meters of low temperature storage space. The company prides itself on its core business to guarantee the continuity of the cold chain and ensure perfect conservation of cold and frozen items, from receiving goods to storing and delivering them to the retailer, thanks to the efficient use of technology.

As of 2021, Meno20 entered the fresh food market thanks to the acquisition of CEDIP, a company with thirty years of experience in cold food distribution. The operation aimed at optimization and computerization by implementing a WMS, a TMS (Transportation Management System) and an innovative tracking & tracing system that confirms Meno20's ability to manage and optimize the flows.



With the Transporeon Retail Time Slot Management, we can control and manage the times in our warehouses more effectively, especially for the inbound goods process. Timing is fundamental to guarantee the cold chain, and this improvement means we continue to be one of the best performing hubs for frozen goods in Southern Italy.

Marcello Buffon,  
General Manager, Meno20



# Challenges

- Need to optimize the management of frozen and fresh products for multiple customers
- Need to improve communication with customers and transporters
- Need to reduce waiting times for vehicles, distributing deliveries within the working day
- Need to gain greater control of the supply chain with KPIs based on specific and reliable data TMS (Transportation Management System) and an innovative tracking & tracing system that confirms Meno20's ability to manage and optimize the flows.

# Solution

Meno20 has relied on Transporeon Retail Time Slot Management since their initial implementation in 2020 — a process that was managed swiftly and effectively. Today, 200 suppliers and 150 carriers are connected to optimize workflow management. The Meno20 warehouse accepts deliveries from suppliers through reserved time slots, and overall 80% of vehicles arrive on time.

Thanks to this application, Meno20 is able to evaluate and measure its own performance, as well as the performance of carriers and suppliers, against a range of KPIs.

Actionable insights facilitate targeted interventions where necessary, and enable continuous improvement to take place every day.



# Results

## REDUCTION IN WAITING TIMES

Optimization of unloading performance with a reduction in vehicle waiting times of 50-60% from an average of 2-4 hours to just 40 minutes

## LEANER PROCESSES

Advanced planning for unloading, with the option to prioritize products that require urgent delivery to the point of sale

## IMPROVED COMMUNICATION

Cloud solution allows all parties involved to share information in real time and communicate more effectively

## KPIs

Standard and customized reports on throughput, waiting times, unloading times and ratio of carriers and suppliers booking slots provide total control over incoming goods



