

LOGISTICS SOLUTIONS DIVISION

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## CASE STUDY: LOGISTICS SERVICES FOR E-COMMERCE



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**LOGISTIC SERVICES**

[www.arcese.com](http://www.arcese.com)

**Mauro Audisio**  
**Logistics Division Director**



# Overview

## Market standing

- 1<sup>st</sup> privately owned logistics operator in Italy
- One of the Largest 100 m<sup>3</sup> truck fleet in Europe
- IATA Top 10 air forwarder
- One of the main sea freight forwarders in Italy

## Structure

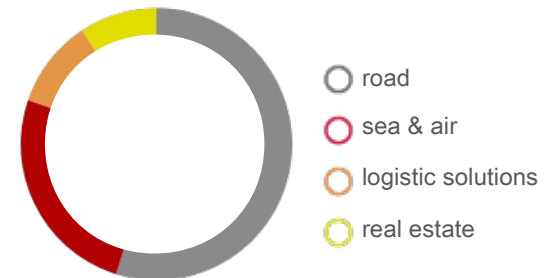
- 4.500 employees
- over 500.000 m<sup>2</sup> warehousing surfaces
- 70 sites and a worldwide network



## 2010 in numbers

- Road | 900.000 shipments
- Intermodal | 17.600 shipments
- Sea | 18.500 shipments
- Air | 26.700 shipments
- Turnover | 450 mio/euro

## REVENUE



# Logistic Solutions Division

- A long experience in supplying inbound and outbound logistics services within the main industrial fields
- A chance to develop tailor-made projects in order to face customer's various needs
- Highly qualified internal project management staff with great know-how
- Highly technological standards, experience and financial skills all convey to offer a series of services allowing to streamline the streams of work through their engineering



# Italian network

**BOLOGNA**  
**Castel S. Pietro Terme**  
 total 50.000 mq  
 160 employees

**BRESCIA**  
**Bassano Bresciano**  
 total 24.000  
 75 employees

**CHIETI - Atessa**  
 total 6.000 mq  
 12 employees

**MILANO**  
**Cavenago**  
 total 13.200 mq  
 30 employees

**MILANO**  
**Cesano Maderno**  
 total 42.000 mq  
 40 employees

**VICENZA - Altavilla**  
 total 4.000 mq  
 15 employees

**NAPOLI - Nola**  
 total 5.500 mq  
 5 employees

**TORINO - Rivalta**  
 total 18.400 mq  
 15 employees

**TORINO - Gerbole**  
 total 11.000 mq  
 8 employees

**TRENTO - Arco**  
 total 28.000 mq  
 28 employees

**TREVISO - Paese**  
 total 4.000 mq  
 3 employees

**CUNEO**  
 total 20.000 mq  
 70 employees

**VICENZA**  
 total 3.000 mq  
 45 employees

**BRESCIA**  
 total 2.000 mq  
 7 employees



# Logistic sites



## BELGIUM

total 30.000 mq  
sheletered 7.200 mq

## GERMANY

total 51.600 mq  
sheletered 10.500 mq

## POLAND

total 180.000 mq  
sheletered 90.000 mq

## SPAIN

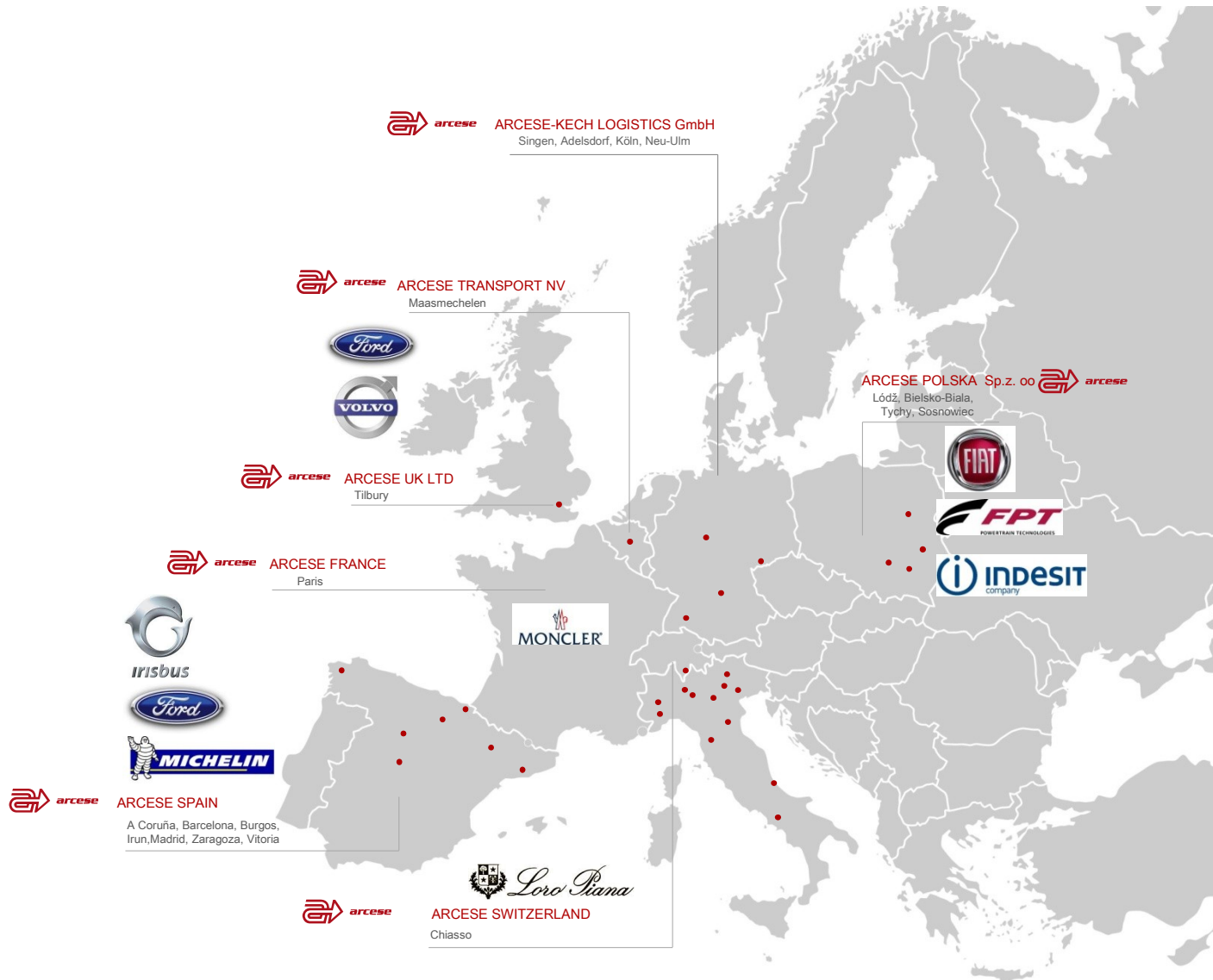
total 40.000 mq  
sheletered 30.000 mq

## SWITZERLAND

total 40.200 mq  
sheletered 10.200 mq

## UK

total 27.000 mq  
sheletered 5.600 mq





# E - commerce logistics

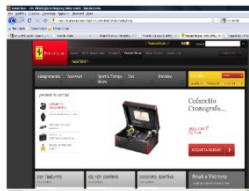
## ARCESE E-COMMERCE APPROACH

WEB PLATFORM



**data  
exchange**

LOGISTICS



ON LINE  
STORES  
DEVELOPMENT  
ANAGEMENT



CUSTOMER CARE

MARKETING &  
PROMOTIONS



PAYMENT SYSTEMS

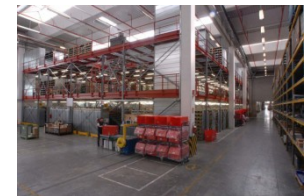


WAREHOUSE  
MANAGEMENT



TRACK & TRACE

LOGISTICS  
SERVICES



DISTRIBUTION



# E-commerce | Partnership with T buy

Online store web interface design



Application development

Outsourced management of the store at the request of the Client: billing and payment cycles, anti-fraud control, Customer Care centre.

Store editorial management

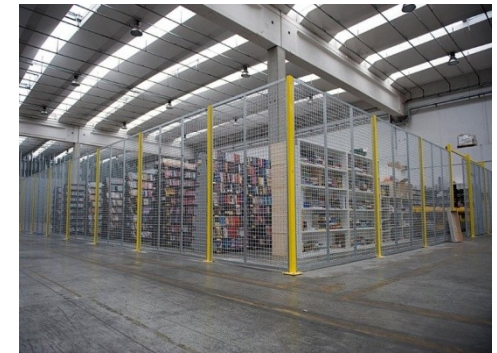
Web communication management: sending of newsletters, design of pages dedicated to social networks



# Arcese e - commerce logistics services

The activities include:

- Inbound goods check and storage
- Picking and packaging
- Shipping and distribution
- Real time update of items available on stock
- Order tracking
- Vendors management
- Returns, claims and anomalies management



ON LINE  
PURCHASE

*data  
exchange*

ORDER RECEIVING,  
PICKING, PACKAGING

SHIPPING

*data  
exchange*

TRANSACTION  
COMPLETED



**INTEGRATION &**

INFORMATION



GOODS

DOCUMENTS



CUSTOMERS



# Business case - Ferrari store



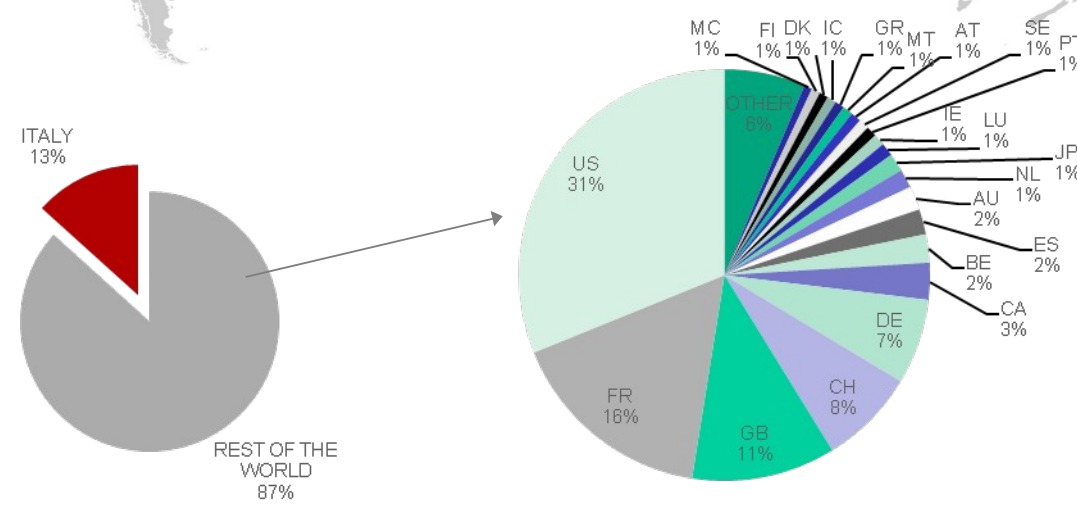
## MERCHANDISING

Activity start: 2009

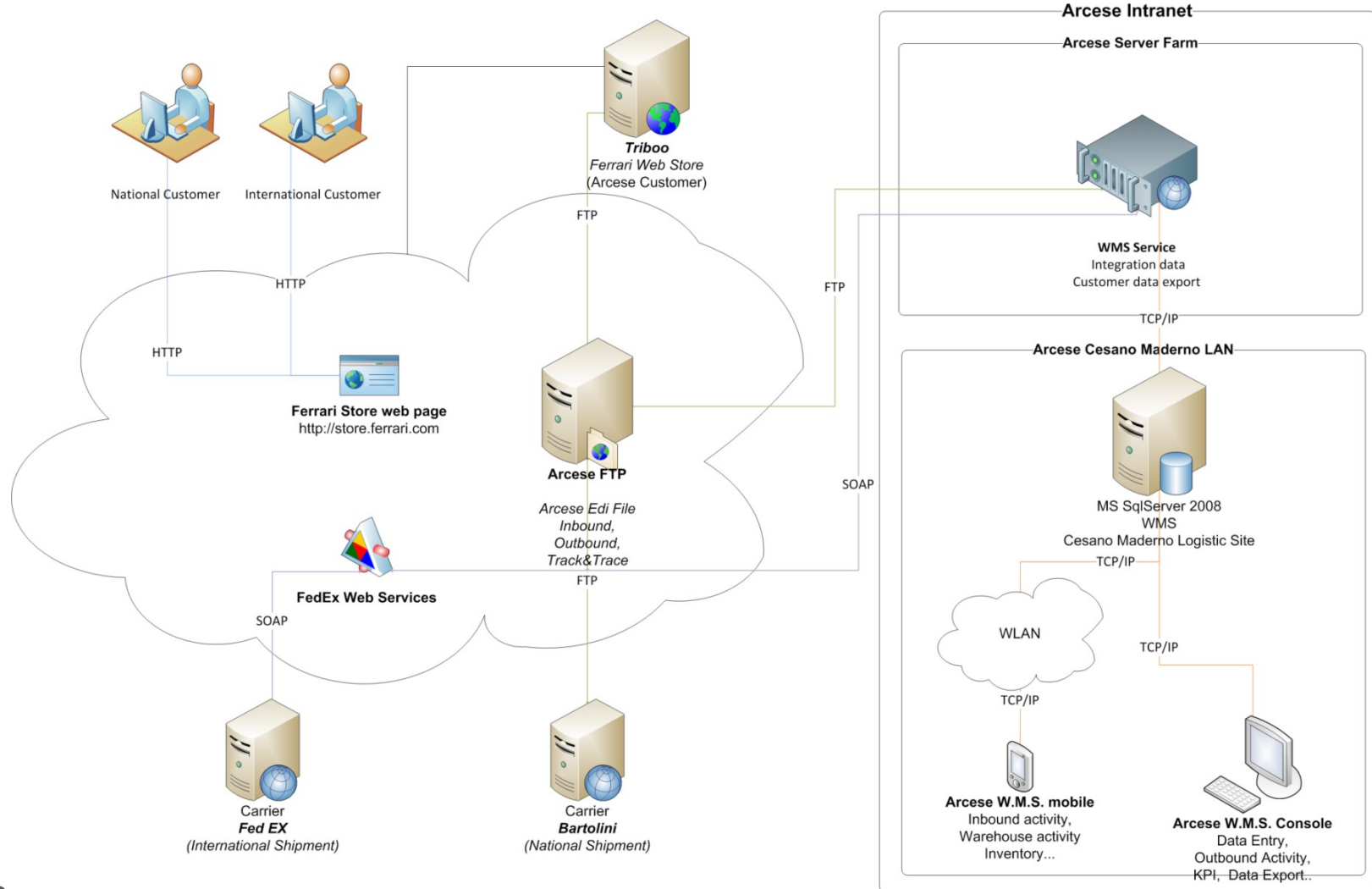
- Warehousing
- Deliveries BtoC All World
- Complete orders management

## DATA

Shipments:	40.000 shipments/year
Pieces shipped:	80.000
Items on stock	20.000



# Business case - Ferrari store: IT Architecture



# FERRARI STORE - Data Exchange

## CARRIER

### Send to Arcese

- Track & Trace  
Shipment status
- Billing Information  
Cost of shipment

## ARCESE

### Send to Triboo

- Confirm Inbound  
Item received  
Item Damaged
- Confirm Outbound  
Item shipped  
Item not found
- Warehouse Stock  
Item quantity detail
- Track & Trace  
Shipment status
- Send to Carrier**
  - Shipment data  
Address  
Payment

## TRIBOO

### Send to Arcese

- Inbound Order  
Supplier  
Item code  
Item Barcode  
Quantity
- Outbound Order  
Customer information  
Customer address  
Item code  
Item Barcode  
Quantity  
Payment

# Business case - Ferrari store: operations



ON LINE PURCHASE

Numero	Invent Data Ora	Ordine Numero	Ordine Data	Ordine Tipo	Trasporto Numero	Provincia	Indirizzo Cliente	Localita	Destinazione Tipo	Destinazione	Destinatario
2010 17	10.01.0010.015.117264	10.01.0010.015.117264	10.01.0010.015.117264	DC	0000007				D	2000	MAURIZIO CARLO VIA DANIELE M...
2010 18	10.01.0010.015.117265	10.01.0010.015.117265	10.01.0010.015.117265	E	0000008				D	4012	PAOLO CARLO VIA GIOIA ANDREAZ...
2010 19	10.01.0010.015.117266	10.01.0010.015.117266	10.01.0010.015.117266	E	0000009				D	5016	ING. MICHAEL CHI 111 BOLOGNESE P...
2010 10	10.01.0010.015.117267	10.01.0010.015.117267	10.01.0010.015.117267	E	0000010				D	5072	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 11	10.01.0010.015.117268	10.01.0010.015.117268	10.01.0010.015.117268	E	0000011				D	5075	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 12	10.01.0010.015.117269	10.01.0010.015.117269	10.01.0010.015.117269	E	0000012				D	5076	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 13	10.01.0010.015.117270	10.01.0010.015.117270	10.01.0010.015.117270	E	0000013				D	5078	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 14	10.01.0010.015.117281	10.01.0010.015.117281	10.01.0010.015.117281	E	0000014				D	5078	PERI TOLOMEO VIA EMILIO DE LA FOR...
2010 15	10.01.0010.015.117282	10.01.0010.015.117282	10.01.0010.015.117282	E	0000015				D	5079	MAURO POLIZIO VIA GIOIA ANDREAZ...
2010 16	10.01.0010.015.117283	10.01.0010.015.117283	10.01.0010.015.117283	E	0000016				D	5078	PERI TOLOMEO VIA EMILIO DE LA FOR...
2010 17	10.01.0010.015.117284	10.01.0010.015.117284	10.01.0010.015.117284	E	0000017				D	5079	MAURO POLIZIO VIA GIOIA ANDREAZ...
2010 18	10.01.0010.015.117285	10.01.0010.015.117285	10.01.0010.015.117285	E	0000018				D	4019	COLANGELO VIA EMILIO DE LA FOR...
2010 19	10.01.0010.015.117286	10.01.0010.015.117286	10.01.0010.015.117286	E	0000019				D	5078	PERI TOLOMEO VIA EMILIO DE LA FOR...
2010 20	10.01.0010.015.117287	10.01.0010.015.117287	10.01.0010.015.117287	E	0000020				D	2015	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 21	10.01.0010.015.117288	10.01.0010.015.117288	10.01.0010.015.117288	E	0000021				D	2015	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 22	10.01.0010.015.117289	10.01.0010.015.117289	10.01.0010.015.117289	E	0000022				D	1708	GARIBOLDI VIA GIOIA ANDREAZ...
2010 23	10.01.0010.015.117290	10.01.0010.015.117290	10.01.0010.015.117290	E	0000023				D	5074	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 24	10.01.0010.015.117291	10.01.0010.015.117291	10.01.0010.015.117291	E	0000024				D	2007	OMODER VIA EMILIO DE LA FOR...
2010 25	10.01.0010.015.117292	10.01.0010.015.117292	10.01.0010.015.117292	E	0000025				D	1214	PIRELLA VIA GIOIA ANDREAZ...
2010 26	10.01.0010.015.117293	10.01.0010.015.117293	10.01.0010.015.117293	E	0000026				D	1702	MARCO VIA EMILIO DE LA FOR...
2010 27	10.01.0010.015.117294	10.01.0010.015.117294	10.01.0010.015.117294	E	0000027				D	2016	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 28	10.01.0010.015.117295	10.01.0010.015.117295	10.01.0010.015.117295	E	0000028				D	2016	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 29	10.01.0010.015.117296	10.01.0010.015.117296	10.01.0010.015.117296	E	0000029				D	2016	GIORGIO ANDREA VIA GIOIA ANDREAZ...
2010 30	10.01.0010.015.117297	10.01.0010.015.117297	10.01.0010.015.117297	E	0000030				D	2017	FILIPPO VIA EMILIO DE LA FOR...
2010 31	10.01.0010.015.117298	10.01.0010.015.117298	10.01.0010.015.117298	E	0000031				D	1406	MAURO POLIZIO VIA GIOIA ANDREAZ...
2010 32	10.01.0010.015.117299	10.01.0010.015.117299	10.01.0010.015.117299	E	0000032				D	1406	MAURO POLIZIO VIA GIOIA ANDREAZ...
2010 33	10.01.0010.015.117300	10.01.0010.015.117300	10.01.0010.015.117300	E	0000033				D	8020	SALVATORE VIA EMILIO DE LA FOR...

ORDERS MANAGEMENT



MASSIVE PICKING



DOCS MANAGEMENT & SHIPPING



EXPR COURIER LABELLING



DOUBLE CHECK & PACKAGING

# Arcese e-Logistics

## STRENGTH POINTS

- volume increasing (+46% 2011 vs 2010  
+31% 2010 vs 2009)
- commercial visibility
- only one web provider for many different brands
- intensive use of the storage area

## CRITICALS

- it systems scalability
- systems “Interoperability”
- high infrastructure costs
- variety of items: low efficiency in picking, packaging and storing
- low logistics know-how by the clients: low stock rotation, high value of slow movers
- weekly peaks and monthly peaks



# Arcese e-Logistics

## ... SO WHAT TO DO?

- VERY HIGH OPERATIVE FLEXIBILITY (PERSONNEL, AREA, INFRASTRUCTURES)
- STANDARDIZATION OF LOGISTICS PROCEDURES AND EQUIPMENTS
- HIGH CONTROL OF STOCK ROTATION (SLOW MOVERS, ABC CLASS)
- CONSTANT COMMUNICATION WITH WEB PROVIDER (PROMOTIONS, FORECASTS, NEWS)

# CLOUD COMPUTING ON eCOMMERCE

## OPPORTUNITIES

-**Scalability:** cloud computing is a scalable solution. It does not entail the onerous economic exposure that IT infrastructures purchasing and maintenance performing are tied to. Cloud services are available on demand, paid according to the pay-per-use logic. In this way wasted resources are reduced and so are expenses. In case of computing or storage capacity extension it is possible to implement new applications without onerous investments.

- **Quick response to business requirements:** cloud computing allows companies to expand easily, according to their requirements and to seasonal peaks. In this way they need to sustain costs for the only services they actually use. Companies can also avoid expenses not needing to purchase computing resources to face activity peaks. Cloud computing grants on demand adapting of computing power and automatic resources optimization.

-**24/7 Service, 7 days a week:** servers need constant and continuous control. If it is not office hour they will not wait for IT staff to come back at work the morning after before crashing. Cloud computing providers manage their structures with qualified employers on service 24/7, 7 days a week, discharging you from the high costs of fixing and personnel supporting.