

DHL and Unilever collaborate on efficient and sustainable Logistics



Jaco Voorspuij (DHL)
Fred Kempkes (Unilever)
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The Challenge

- Dozens of warehouses all across Europe
- Few if any standardisation of processes across sites:
 - Most sites designed and implemented separately from all others
- Little or no re-use of “best practice” among sites
- Several different LSP for operating the sites
- High and increasing pressure from the market to improve the Supply Chain

The Solution

- Start of WCI (Warehouse Communication Integration) project in 2005 to standardise and improve the warehousing operational and communications & integration processes.
- Use of Open Standards (GS1) where ever possible.
- Start with a single LSP
(in Belgium, Spain, UK, Slovakia, Hungary, Ireland and Portugal)

The Building Blocks

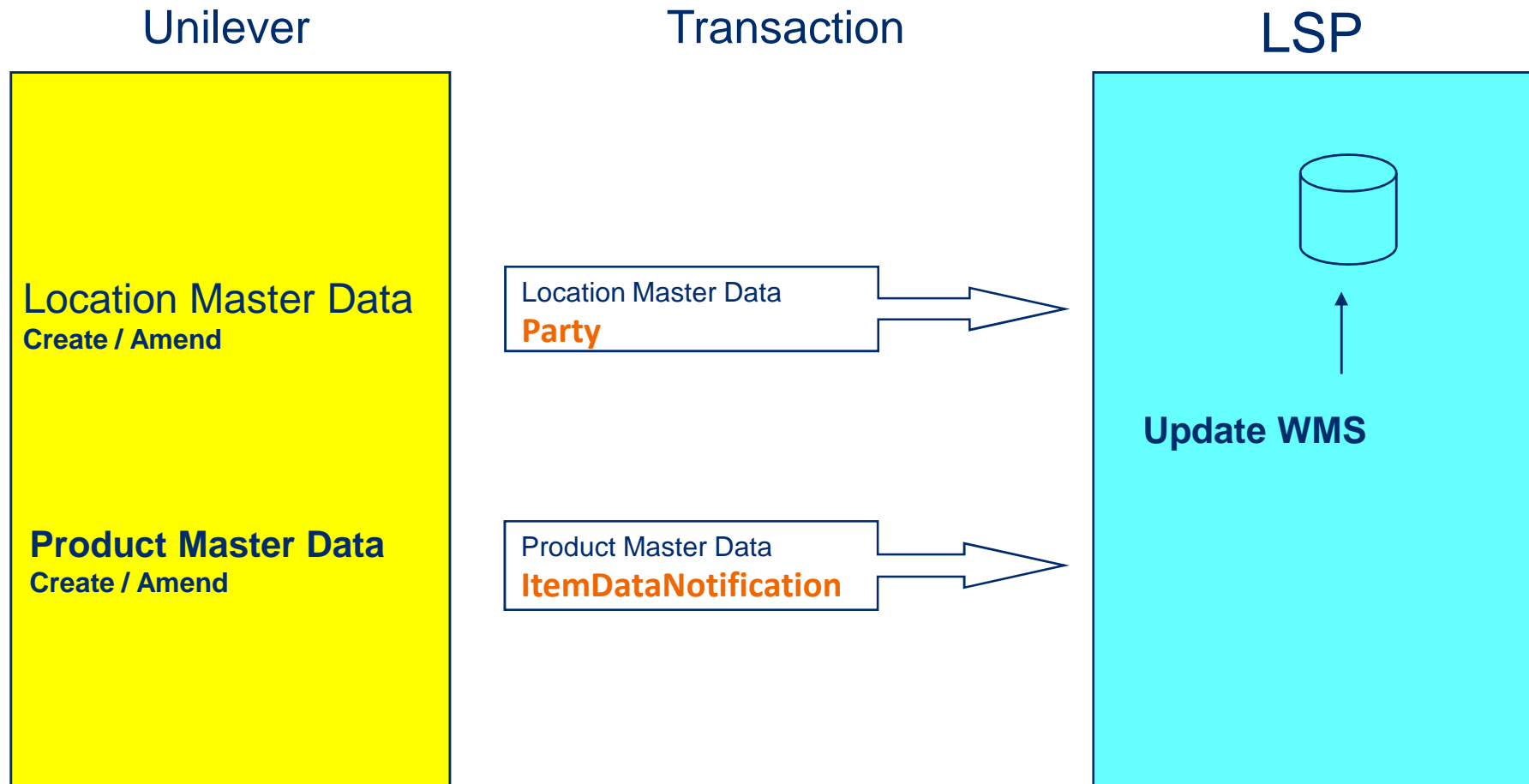
The Solution in more detail:

- Standardisation of the process interfaces.
- Use of GS1 XML messages
- Use of GS1 data keys (GLN, GTIN, SSCC)
- Use of single connection (Internet/AS2) between Unilever and DHL



Business Processes

Master Data



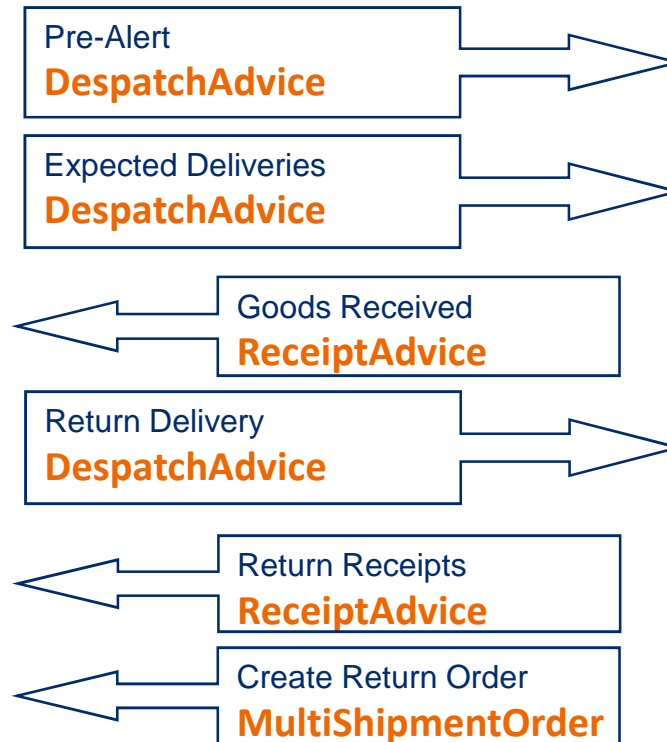
Business Processes

Goods receipt

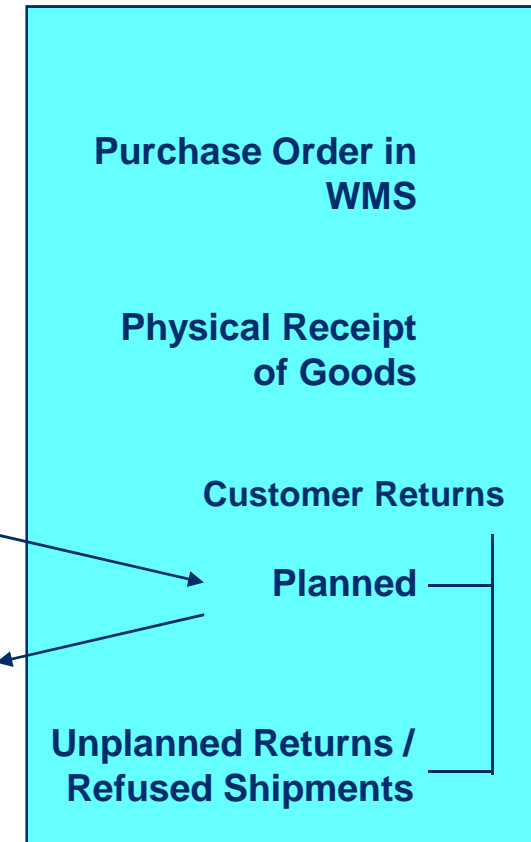
Unilever



Transaction



LSP



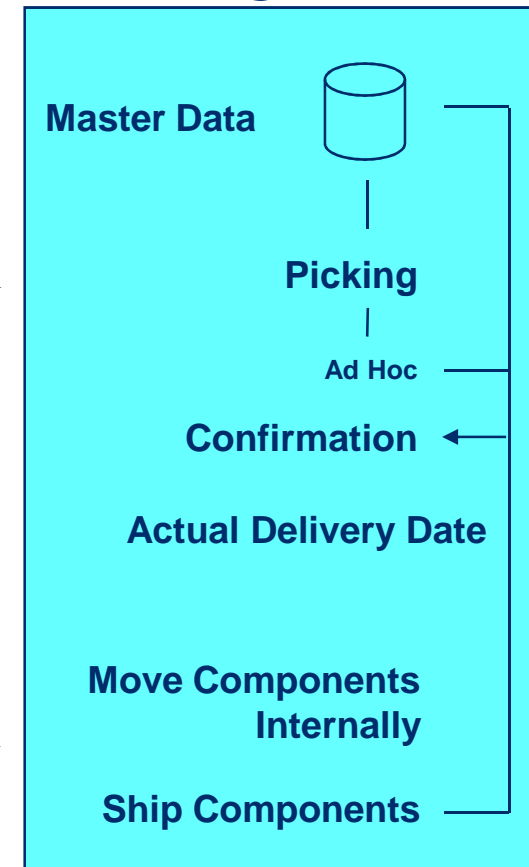
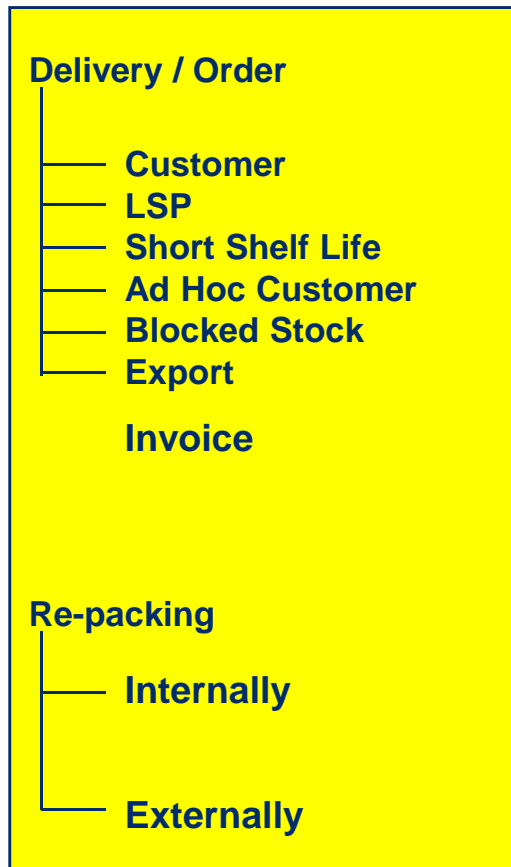
Business Processes

Goods Outbound

Unilever

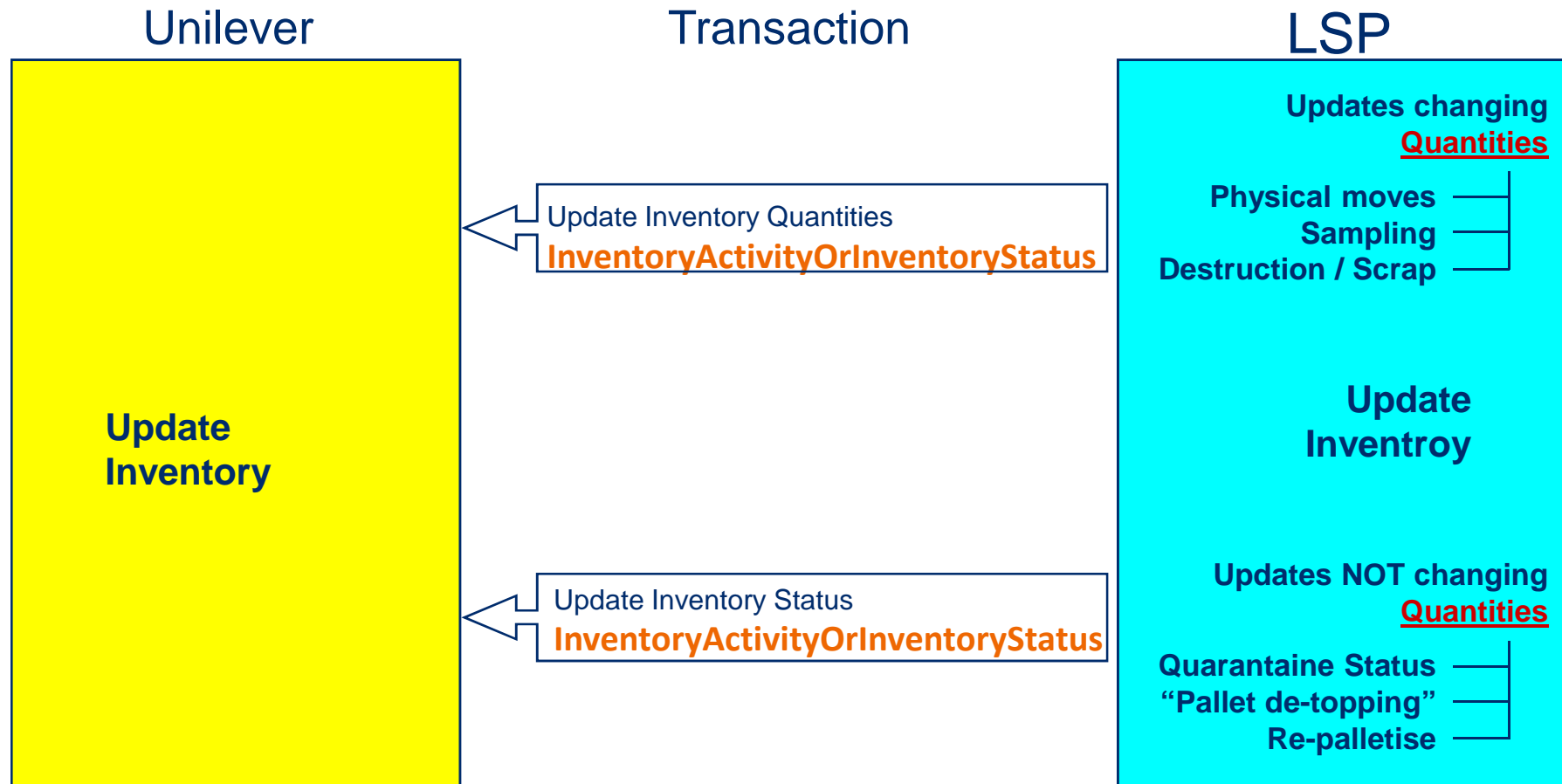
Transaction

LSP



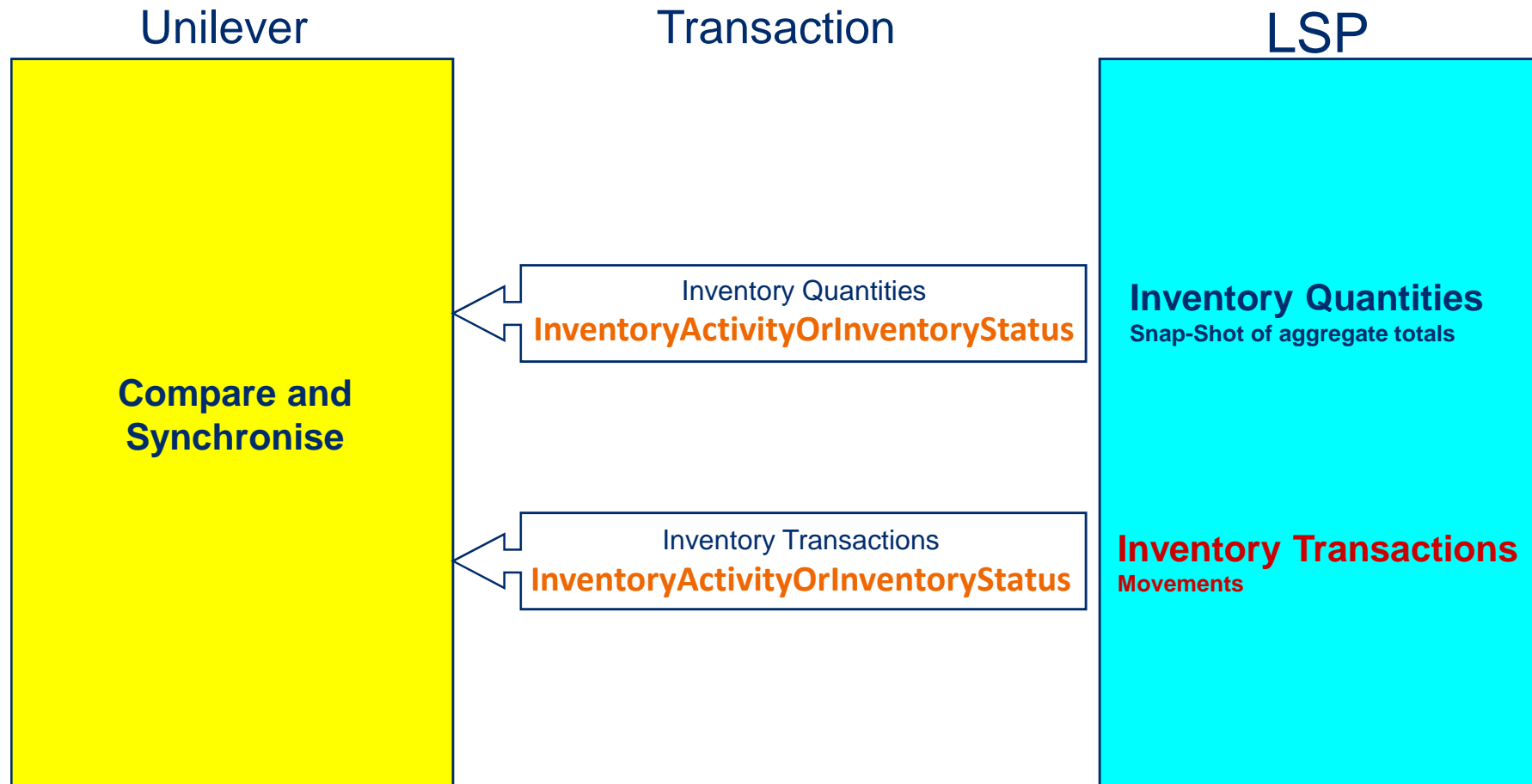
Business Processes

Inventory Control



Business Processes

Inventory Synchronisation



XML message standards

Following 7 GS1 XML messages have been used to support 16 transactions identified above:

- Item Data Notification
- Party
- MultiShipmentOrder
- WarehouseShippingOrder
- ReceivingAdvice
- DespatchAdvice.
- InventoryActivityOrInventoryStatus

CONCLUSIONS

- Use of GS1 XML was possible for all warehousing transactions with only a few amendments for some transactions.
- Some XML messages proved useful for multiple transactions.
- This approach works for DHL and Unilever.
Therefore other companies should be able to re-use this approach preferably based on an “industry standard” developed and supported by multiple manufacturers and logistic service providers.
- Unilever are rolling this out across Europe also to LSP’s other than DHL.
- DHL suggest similar standardisation approach to Multi National Clients (MNC)

Subsequent Activities

- DHL and Unilever several other companies have jointly delivered the GS1 (Global) “Logistics Interoperability Model” (LIM); this model is the “to-be” industry standard for Transport and Warehousing processes associated information exchanges.
- GS1 have adopted the DHL en Unilever practice as starting point for the LIM Warehousing part.
- Philips amongst others has joined in this exercise .
- Delivery of Updated Messaging Standards for the LIM has been started with initial focus on transport followed by warehousing.

