

## ID LOGISTICS & DANONE WATERS PIONEER THE DIGITIZATION OF RAIL IN FRANCE.

In 2016, IDEO, a subsidiary of ID Logistics, assisted its client Danone Waters in the creation of a rail hub. The group, which includes the Evian, Volvic, La Salvetat and Badoit brands, has set itself the goal of achieving **carbon neutrality by 2050**, in particular through increased **use of rail**.

The Eversens solution was selected to **reinforce the performance** of this mode of transport and thus support this ambition. Thanks to a **complete visibility on the fleet and the transports** as well as **reliable indicators**, IDEO was able to optimize rail transportation for their client Danone Waters.



### KEY FIGURES

- 5 million pallets transported per year
- 4 rail operators
- 300 connected railcars



*"A year after coming into service the project has lived up to its promise, with more than a million pallets dispatched through the new rail hub, equivalent to 60% of the plant's total output. Danone's ambition is to further develop in this direction, in order to promote rail and multi-modal activity"*



**Corentin Cavois**, European Logistics Director for Danone Waters

*"Eversens' team ability to think out of the box, iterate in short cycles and deeply understand our business challenges allowed us to benefit from a relevant and mature solution in record time."*



**Mickaël Dumas**, Head of Innovation for IDEO, subsidiary of ID Logistics

## Using rail transportation at Danone Waters: a self-evident choice?

Danone Waters was looking for a logistics solution that would allow it to combine three types of constraints while maintaining a balance between cost and service:

- **market** constraints: delivery times, order size, service rate
- **production** constraints: hazards, visibility, rigidity
- **environmental** constraints: CO2 emissions

ID Logistics addressed this challenge by combining logistical and digital innovations: building a private rail hub to manage flows from the Evian factory and connecting the fleet of wagons to improve rail deliveries.



For the environment, Danone Waters chooses rail transport

In 2017, transport accounted for 42% of the Evian brand's carbon footprint. As rail emits 10 times less carbon than road, the choice of rail to limit the environmental footprint of the food group can seem obvious.

However, the Evian factory is facing major logistical constraints.

- The factory is located in the **heart of the Alps**, at the end of a unique railway line, shared with other users.
- This factory does not have enough space to store a day's production. A lot of transportation is required to **evacuate the production**.

ID Logistics has therefore set up a rail hub in Ambérieu. Three to five shuttles leave the bottling plant every day to travel the 120 km to the hub, where RegioRail staff cut the shuttle trains and assemble the coupons according to their destination to form new convoys. Depending on the final destination of the goods, they are taken over by Fret SNCF, VFLI or ECR. 60% of factory flows are thus carried out by rail.

## Using rail transportation at Danone Waters: a self-evident choice?

### But there are still concerns about rail performance

Despite these major environmental advantages, rail still has a bad reputation among many shippers. IDEO's experts, who manage rail flows, point out some of the difficulties they have had to face:

#### Siloed data between transport actors :

- Transport-related information is not automatically fed back or centralised. The rail coordinators have to look for it themselves generally by **calling, faxing or emailing** the transport partners.
- The same opacity can be observed with regard to the **fleet of wagons**. As Danone Waters is not the owner but the lessee of its rolling stock, it is complicated to ensure that the maximum unavailability times due to maintenance are respected.

**Lack of visibility on the progress of a convoy:** rail is often a black box within logistics chains.

- A small initial delay can cause much greater delays, if the train misses the path booked for its journey. Real-time visibility is required to not only inform **customers** of delays, but also to act on them.
- Delays can result in **penalties**, either on the shipper's or the rail operator's side, depending on the cause. However, these penalties are rarely enforced, as the actual departure and arrival times of trains are recorded manually by the rail operator.



## Improving rail freight performance with Everysens

To provide complete visibility of rail transport flows, the Everysens solution was chosen. Danone Waters has equipped its fleet of wagons with sensors. The Everysens software platform automatically collects the data emitted, enriches it and analyses it to answer different use cases.

### FLEET MANAGEMENT



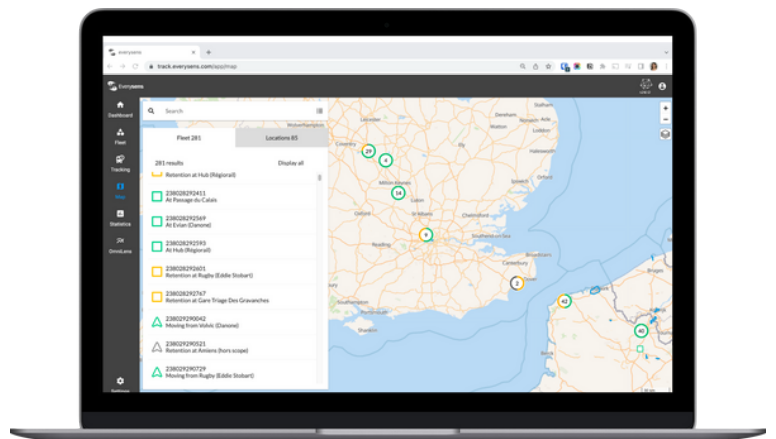
**Goal:** Reducing downtime by maximising equipment utilisation

IDEO's logisticians can find out **where each wagon is at a click of the mouse**, as well as its latest status (stationary or in use).

- Instant global view of the fleet via the map and the dashboard
- Inventory by business area (workshop, customer site, transit station, hub, etc.)
- Investigation of the travel history of each wagon

They also receive **alerts based on the behaviour** of the wagons, so they can react within a reasonable time in the event of an anomaly.

- **Zone retention** alerts:
  - In case of immobilisation in the same area for more than x days
  - Fine tuning to avoid unnecessary alerts
- **Inventory** alerts, allowing the fleet to be geographically balanced with minimum and maximum thresholds in each area.
- Alerts for abnormal use, e.g. outside the area of operation.



IDEO's team can thus locate their wagons precisely, **without having to go through emails or the telephone**. The logistician thus drastically reduces the risk of error and saves precious time, both for himself and for the contact person and the field teams.

The rail fleet represents a major cost item in the transport operations of Danone Waters. Wagons that are lost, immobilised or held for maintenance reduce the shipper's transport capacity.

This first brick of the solution is therefore crucial. By making better use of the fleet, Danone Waters can choose to transport as much with fewer wagons, or to transport more freight with the same fleet.



## TRANSPORT MANAGEMENT

*Managing delays in real time*



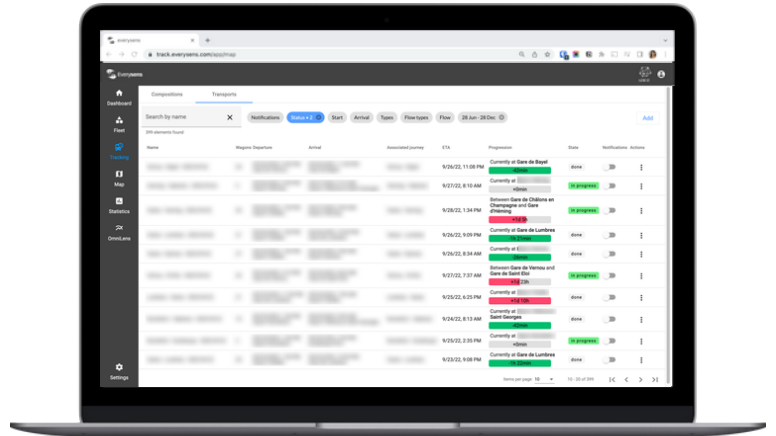
**Goal:** Respecting a transport plan to avoid penalties and increase customer satisfaction.

IDEO's logisticians monitor any in-progress transport in real time: progress on the route, delays, hazards.

- Synthetic visualization of all the transports in progress, with their level of progress, possible **delays and ETA**.
- Filterable view and transport **history**

IDEO's rail coordinators have installed a television connected to Everysens, allowing them to see any train delays at any time and to act quickly with the rail operator or the unloading site:

- **Acting with the rail operator** - During the day, if I observe a delay as a rail coordinator, I can proactively approach the rail operator to obtain a new ETA and thus take operational decisions much earlier than the usual feedback.



- **Working with the unloading site** - As a flow driver, I inform the warehouse that the train will not arrive at the scheduled time and give them the ETA. The warehouse can then reorganise their teams.
- Such visibility on train delays and ETAs also allows to measure impacts on business continuity, and **facilitates operational decision-making** (rescheduling, modal shift, cancellation, etc.).

Instead of spending time looking for information, the IDEO team can immediately start looking for alternative solutions.



## ANALYTICS

### Automatic, factual, actionable indicators



Eversens provides ID Logistics with **reliable indicators**: turnover rate, maintenance rate, transit time and utilisation rate. These indicators are necessary to improve the performance of rail transport: "Anything that can be measured can be improved!"

- Catalogue of indicators: number and duration of rotations, average parking time per zone, number of retentions per zone, fleet utilisation rate, time spent in maintenance (unavailability).

The logistician uses these analytics in different ways:

- Definition for each flow of a **lead time cycle** breakdown:
  - Waiting times in the different areas
  - Transit time between each defined zone
  - Monitoring and governance of compliance with established specifications
  - Using these ratios to size the wagon fleet
- **Animation of contracts** with railway undertakings
  - The analytics produced by Eversens become a **single source of truth**.
  - The notion of **punctuality** is objectified and measured automatically.





## What are the benefits for Danone Waters?



### Cost control & reduction

In the short term, the complete and real-time visibility on fleet and transport allows ID Logistics to **better use the wagons** and make the trains **run smoothly**. In the medium term, this data collection enables **performance analysis**, and thus fleet reduction and penalty avoidance.



### Customer satisfaction

While we have long reserved the term "customer experience" for the retail world, it now affects all activity sectors. Customers of industrial companies also expect prompt responses from customer service, **on-time delivery of goods** and quick knowledge of unexpected events. With an **accurate international rail ETA**, Danone Waters is able to meet these expectations.



### Modal shift

For environmental reasons, rail is gaining ground with many shippers. However, getting visibility on rail shipments has not always been easy for shippers. Everysens is **strengthening Danone Waters' confidence in rail** by providing them with key monitoring milestones, as well as the ability to measure and improve their processes.



**Click the image to watch the video testimonial.**

Activate English subtitles by clicking the cogwheel icon ⚙️