

NEW WAYS TO ACHIEVE EFFICIENCY: Optimized transport scheduling via SAP Fiori® App

CONCETO
Success Story
SAP Fiori App



CONCETO
ACROSS SYSTEMS.
BESIDE YOU.



AT A GLANCE

FIGURES, DATA, FACTS

- **Industrie/Branche:** Consumer goods – soil, fertilizer, and plant care products
- **Headquarters:** Stuttgart, Germany
- **Number of employees:** Approx. 400 employees
- **Production facilities:** 5 in Germany and the EU
- **International presence:** Global customer network

THE CHALLENGE

- Highly seasonal business required particular sensitivity in scheduling

THE RESULT

- **Significant increase** in efficiency in transport scheduling
- **Sustainable digitalization** through new paperless processes and optimized truck scheduling
- **High acceptance** of the app thanks to intuitive use and close cooperation in development



The Greenworld Group has been a family-run business since 1958 and is one of the leading suppliers in the manufacture and distribution of premium gardening products such as potting soil and growing media for horticulture.

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With CONCETO's digital solution, we can compile our transports in a process-driven manner. The data required for transport scheduling is made available at the appropriate point. This results in cost-effective and timely transport scheduling. The app saves our transport scheduling staff a lot of time and has already become an indispensable part of their daily work.

Dominik Lang
SAP Coordination
Sales & Logistics |
SAP Inhouse Consultant
Sales & Logistic
ASB Greenworld

The starting point

For over 60 years, ASB Grünland Helmut Aurenz GmbH in Stuttgart has been manufacturing high-quality garden care products in its own factories. Under the name ASB Greenworld, the family-run company has also made a name for itself internationally and is now one of the world's leading manufacturers of potting soil, fertilizers, and growing media. Sustainability is a top priority at ASB Greenworld: not only are regional and renewable raw materials used in production, but also renewable energies and recycled materials for packaging.

Currently, eight production sites in Europe and North America guarantee high delivery readiness at all times. The medium-sized company handles the transport of fertilizers and potting soils in cooperation with numerous freight forwarders. Until now, the selection of freight forwarders was done purely manually – with the help of long Excel spreadsheets and a paper map on the wall. Without digital support, truck dispatch employees had to manually determine how orders could reach their destination on schedule while ensuring that trucks were loaded as fully as possible. This process not only involved immense paper consumption and time expenditure, but also increased the likelihood of errors.

However, even minor errors in transport planning can have far-reaching consequences: if goods do not arrive on time, contractual penalties and loss of orders may result. If trucks are only partially loaded, this has a negative impact on margins due to high freight costs and raw material prices. Too many individual trips also harm the environment and thus contradict the company's sustainability efforts. The introduction of a digitally supported solution for transport scheduling has therefore become increasingly relevant for ASB Greenworld.

The challenge

The digital solution should enable dispatchers to combine individual orders into a single transport in a timely, sustainable, and cost-efficient manner. What sounds simple at first glance is actually quite complex when you take a closer look. For efficient transport management, dispatchers must consider not only the urgency of orders but also their geographical location. Freight forwarders often only deliver to certain regions and charge a surcharge for deliveries outside their delivery area or refuse the order altogether. In addition, dispatchers must not lose sight of the total weight and volume of the load when planning.

In order to keep shipping costs as low as possible, it should be immediately apparent to truck dispatch employees which transport service provider delivers to the goods recipients at the best conditions. Special agreements regarding the delivery areas of the carriers should also be taken into account.

These complex problems required a structured design thinking process that focused on the wishes and needs of the dispatchers in order to achieve practical results. To achieve high user satisfaction and productivity on different devices, the front end needed to be designed with a modern user experience in mind. In addition, the solution required a challenging implementation of order summarization in SAP—and within a very short time frame. Since the products are seasonal and the solution could only be developed outside of the season, only a limited period of a few months was available for project implementation. This tight schedule was met thanks to an agile project approach that enabled fast, flexible, and customer-centric development.



The solution

Working closely with the customer and dispatchers, CONCETO's team of experts developed an app based on SAP's user-friendly Fiori interface, offering users a modern user experience on their desktops, laptops, and tablets. Thanks to the company's many years of experience with SAP software, the dispatchers were already familiar with the design, so acceptance was high from the outset.

With the help of the digital app, route planning is easier than ever before: dispatchers not only see all upcoming orders with the most important information such as delivery date, number of pallets, and weight, but they can also see at a glance which carriers offer transport at what prices and conditions. The sorted display of transport service providers shows the cheapest providers at the top and provides a clear recommendation.

An individually configurable filter allows users to filter orders according to specific criteria, thereby limiting the selection. Among other things, the ability to filter by desired delivery dates is an important function for avoiding late deliveries and contractual penalties. All important delivery information is automatically read and displayed as notes in the app. If some order items are not in sufficient quantity in stock, the app issues a warning message before transferring them to the SAP system.

Full integration with the SAP backend allows the app to access all necessary data from the SAP system – from order data and availability to geodata. However, not only can data be loaded from the system, but adjustments can also be fed back to SAP. Among other things, information on the transport dispatch point and transport type, as well as messages relating to the transport – such as the availability of a lifting platform or forklift truck for loading and unloading – can be added and entered into the SAP system via the app when creating a transport.

Thanks to CONCETO's in-depth SAP expertise and regular communication with all project participants on the customer side, the app was completed within a very short period of time. The high level of commitment on all sides meant that it took just five months from the first workshop in November 2021 to the completion of the app in March 2022. The project team relied on the Scrum project management method to ensure fast and customer-oriented development.





The integration of Google Maps enables the visual representation of orders and plants on a digital map within the app, which significantly simplifies the coordination of transports.

The result

ASB Greenworld has been using the app productively since summer 2022 and has seen a significant increase in efficiency in transport scheduling thanks to the digitized processes. Workflows have been greatly simplified, which is reflected in reduced time expenditure and a significant reduction in workload. By supporting employees in optimally loading trucks within a specific area, the application has minimized the potential for errors in scheduling. This, in turn, has a positive effect on transport costs and profit margins.

The app has also made collaboration between employees noticeably smoother. Since the application can be accessed regardless of location and device, it no longer matters whether a transport is planned from a home office or even from the other side of the world.

In addition, only a browser and an internet connection are required to access the web application, which means that users do not have to worry about system requirements, installations, or updates. Since paper consumption has been drastically reduced since the app was introduced and unnecessary trips can be easily avoided, the company's sustainability principles can now also be implemented in the delivery of orders. ASB Greenworld would not want to do without the added value of the solution; on the contrary, the app has been so well received that it is already in its next development cycle.

In addition to optimizing existing functions, further useful features are to be added. Just as in the first development phase, the valuable know-how of the employees will be a significant factor in the continued success of the application.

We would be delighted to invite you to a no-obligation appointment with our experts!
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