

# *Aldata*

THE CORE OF RETAIL



## > **SUCCESS STORY**

*Senoble:  
Ultra-fresh Logistics*

A family company created in 1918, **Groupe SENOBLE** makes today a turnover of 442 million euros. SENOBLE markets ultra-fresh produce (yoghurts, fresh pasta, desserts) under its own brand or under the brand of retailers in France and in Europe. To improve and optimise the stock management of the Finished Products and to reduce the customers litigations, Senoble chooses in 1993, the logistic solution: G.O.L.D. of Aldata Solution S.A.

In 1994, Phase 1 (reception-storage) is installed, followed in 1995 by Phase 2 (preparation-dispatching).

## *Senoble specifics*

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- **LARGE VOLUMES : DAILY FLOW OF 5000 PALLETS**  
(Incoming + Outgoing)
  - An important stock management
- **ULTRA-FRESH PRODUCE MANAGEMENT**
  - A JIT management

## *Senoble warehouse*

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- 1.000.000 litres of milk are transformed each day in the five factories of Groupe SENOBLE.
- The Ultra-Fresh warehouse of 10 500m<sup>2</sup> located in Jouy, which is approximately 100 kms off Paris, is the unique distribution base of Groupe SENOBLE.
- A team of about 180 people including 43 forklift truck drivers, 75 preparation clerks, 18 preparation supervisors, 27 loaders and receiving clerks process in the warehouse a daily flow of approximately 5000 pallets.
- Each day, 850 orders (10000 lines) are entered; the order cycle is today reduced to a few hours.
- A continuous operation 24h a day, 6 days a week guarantees the delivery of more than 800 references to the 1300 delivery points.
- The SENOBLE warehouse is equipped with a computer VAX 4100 and 31 terminals all with radio contact (LXE radio terminals).



## LOGISTICS: A STRATEGIC TOOL

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The logistics solution : G.O.L.D. of Aldata Solution S.A. (formerly O.I. Synform) :

- Productivity gains
- Quality improvement

The software modules, G.O.L.D. Stock (physical flow management of the warehouse) and G.O.L.D. Radio (control of the forklift truck drivers) of Aldata allowed SENOBLE to optimise the entire logistics operation functions, while improving its products and services quality. G.O.L.D. which is a standard product, is interfaced with the production control and the commercial management of SENOBLE.

## PRODUCTIVITY GAINS

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- Stock Management Optimisation:
  - Permanent visibility of the storage capacity,
  - Real time knowledge of the stock.
- Preparation Adapted to Large Volumes :
  - Automatic order processing,
  - Preparation by pallet, carton and SKU
  - Pre-packing of preparation units.
- Productivity Measurement of Warehouse Operators:
  - Travel optimisation of forklift truck drivers,
  - Priority management between types of mission.
- Real Time Control of the Forklift Truck Driver Fleet
  - G.O.L.D. Radio and the LXE radio solution
- Cost Control :
  - . G.O.L.D. Radio :
    - Simultaneous information transfer generates paper saving,
    - No waiting time for forklift truck drivers and preparation clerks.
  - . G.O.L.D. Stock :
    - Allows an optimal productivity of human resources, equipment and surfaces.

## QUALITY IMPROVEMENT

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- Service level improvement,
- Rigorous control of the expiry date and fixed date contracts of the products
- Preparation launching according to delivery emergency
- Product delivery according to FIFO
- Manufacturing lot traceability from factories to sales outlets delivery
- Preparation permanent control
- Compliance with order delivery dates
- Compliance with expiry date anteriority per customer
- Preparation quality measurement of the operators
- 50% less litigation with customers

THANKS TO G.O.L.D., SENOBLE HAS A STRATEGIC TOOL WHICH MAKES IT POSSIBLE TO BE MORE COMPETITIVE, WHILST ENSURING OPERATING COST REDUCTIONS. A PROFESSIONAL TEAM COMPOSED OF SPECIALISTS FROM BOTH COMPANIES, WHO SUCCESSFULLY IMPLEMENTED THE SOLUTION IN LESS THAN 9 MONTHS.

## *This success story is published by Aldata Solution*

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### References:

Ahold, Akzo,  
Alinea (Groupe Auchan), Alliance Santé, ATAC, Carrefour, Casino, Groupe CAT, Caval, Clarins, Danzas, Delhaize Le Lion, Essilor, FNAC Junior, Jardiland, Kronenbourg, Lactalis, Leclerc, Lekkerland, Lloydspharmacy, Mars, Mestdagh, Migros, Niedermeyer, Smart & Final, Senoble, SNCF, Supermarchés Match, Système U, Tesco, Thorntons, Top Office (Groupe Auchan), Uniconsult, Vivendi Universal, Yves Rocher...



**Aldata Solution** is one of the global leaders in supply chain software for retail, wholesale and logistics companies. The company's comprehensive range of Supply Chain Management and In-Store solutions enable its more than 300 customers across 50 countries to enhance productivity, profitability, performance and competitiveness. Aldata develops and supports its software through more than 600 Aldata professionals and a global partner network. Aldata is a public company quoted on the Helsinki Stock Exchange with the identifier ALD1V. More information at [www.aldata-solution.com](http://www.aldata-solution.com)

### Aldata Contacts:

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[www.aldata-solution.com](http://www.aldata-solution.com) | [info@aldata-solution.com](mailto:info@aldata-solution.com)