

How a Major Consumer Goods Company Enhanced Logistics with AutoO2

Background

One of the biggest consumer goods companies in the world serves **billions** people daily through its 100's of brands. The company has a strong commitment to sustainability and operational efficiency. Given the complexities of supply chain logistics, it sought innovative solutions to **improve transportation efficiency** while aligning with its **sustainability goals**.

The Challenge

The company faced several logistical challenges in optimizing truck loading and transportation efficiency:



Rising Fuel Costs

Increasing oil prices impacted transportation expenses.



Driver Shortages

A limited supply of truck drivers posed constraints on delivery schedules.



Congestion & Efficiency Issues

Inefficient truckload utilization led to increased shipment costs and higher carbon emissions.



Sustainability Goals

The company aimed to halve its greenhouse gas (GHG) impact by 2030 and reach net-zero emissions by 2039.

The Solution

To address these challenges, the company implemented **AutoO2**, an advanced logistics planning tool designed to optimize truck loading and shipment planning.

AutoO2

LOAD BUILDER

Results

Increased Truck Utilization

- Improved truck capacity utilization from **90-95% to 98%**.
- Achieved, depending on lane, savings ranged from **4-8%** in transportation expenses.

Enhanced Operational Efficiency

- **AutoO2** streamlined day-to-day logistics planning, handling hundreds of shipments daily.
- Improved execution reliability, ensuring safer and damage-free product deliveries.

Sustainability Impact

- Reduced the total number of shipments and miles driven.
- Lowered carbon emissions by **4-8%**, contributing to the company's sustainability goals.

Benefits

Strategic logistics planning powered by advanced optimization technology can drive measurable business improvements. **Embrace our data-driven solutions to enhance profitability, resilience, and sustainability—optimize your logistics today!**

