

CASE STUDY

ZEPPELIN

MVS ZEPPELIN 



COLOSSUS GOES ON JOURNEY

Electronical transport assignment reduces freight costs up to 20 percents

THE CHALLENGE

- ✓ Special shipments of oversized construction machinery
 - ✓ A medium-sized dumper truck, for example, is over 4.4 metres wide and 4.5 metres high
 - ✓ It is not uncommon for extra-wide machines to have to be transported via special routes and accompanied by escort vehicles
- ✓ It was difficult to find sufficient numbers of carriers able to offer the capacity required
- ✓ Distributed freight allocation: orders were placed by local sales and service offices, and there was thus no genuine price transparency



For these reasons we decided to work with TRANSPOREON:
„Usually our employees had to call three or four regional carriers to compare the offers. Sometimes just one carrier had enough capacity to take over the freight order.”

Patrik Mertes,
Logistics Manager at ZBM

Zeppelin

The Zeppelin group, which employs over 5,000 people, is Europe's largest sales and service organisation for construction machinery. Zeppelin has been supplying Caterpillar construction machinery and engines in Germany since 1954 and is the market leader. Its subsidiary Zeppelin Baumaschinen GmbH (ZBM) focuses on the sale of new and used construction machinery as well as service, while MVS Zeppelin GmbH&Co.KG (MVZ) specialises in the hire of construction machinery, construction vehicles and construction site equipment. ZBM's portfolio includes over 650 products, and Zeppelin has 25,000 customers in Germany alone. The group was originally founded by airship pioneer Ferdinand Graf von Zeppelin.

- **Places:** 190 worldwide
- **Portfolio ZBM:** more than 650 products
- **Employees:** more than 5.000

THE SOLUTION

To standardise the allocation process and increase cost efficiency across ZBM's 40 sales and service units and MVZ's 100 hire outlets, Zeppelin has been using the Web-based TRANSPOREON logistics platform since mid-2008:

best carrier:

Freight orders can be opened up to a closed pool of freight carriers on the day. The vehicle with the least dead mileage is always found, which means the freight can be shipped at a lower cost.

no-touch order (contract-based order placement):

Automated Web-based allocation of trips to carriers with whom fixed-price agreements have been reached in advance. A preferred partner is chosen from the internal pool of freight carriers on the basis of predefined criteria, and the order is automatically forwarded to that partner.

THE RESULT

- ✓ Electronic freight allocation provides greater scope for comparison when selecting carriers
- ✓ Dead mileage has been reduced thanks to electronic order placement, and costs have thus been reduced by up to 20 percent
- ✓ The administrative work required (in order to request offers for an order, obtain offers, transfer order data, etc.) has been reduced by about 20 percent
- ✓ Online access is available to the specifications of construction machines for each order
- ✓ The freight carrier pool has been expanded to include over 300 carriers



"Our analyses show, that the freight rates we have to pay are now 10 to 20 percent lower."

Patrik Mertes,
Logistics Manager at ZBM



We are proud of: *"Transport assignment via TRANSPOREON means a win win situation for Zeppelin, as well as for its carriers. Carriers have access to the complete freight order of Zeppelin and reduce empty mileage."*

Have I drawn your interest? Then I look forward to your call!

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