



FROM FIELD TO SILO: QUINSO AND AVEBE PARTNER TO ACHIEVE ERROR-FREE AND FAST DELIVERY PROCESSES



Avebe understands better than anyone that potatoes are infinitely more than just a great match with meat and vegetables. This international potato growers cooperative has been at the vanguard of potato innovation for a hundred years. Quinso helps Avebe

with IT and process innovation. The app Avebe and Quinso launched earlier this year is an outstanding example of the results achieved through this intensive long-term collaboration.

Potatoes are rich in high-quality raw materials such as starch, protein and fibre. Avebe processes these ingredients into semi-finished products for use in innovative applications in the paper, construction, textile and adhesive industries. The members of the Avebe potato growers cooperative cultivate approximately two million tonnes of potatoes per year. This harvest is channelled through an ingenious logistics chain that extends from production locations, port terminals and storage points to bulk silos, bagged products and delivery to customers in big bags.

The start of a partnership

Avebe continually works on improving the logistics process. Bas Wijnbergen, Supply Chain Manager at Avebe: 'Supply reliability and the high quality of our semi-finished products are the key reasons why both our members and customers choose Avebe. This is why it is vital that our logistics process is as efficient, reliable and smooth-running as possible. Quinso helps ensure this.'

The seed for the collaboration between Quinso and Avebe was planted in 2012 through a number of projects relating to the vertical integration of SAP and the Manufacturing Execution System and connections with e.g. the external transport platform and the Logistics Management System. Jilt Bakkes, IT Director at Avebe: 'As part of this integration, Quinso introduced a trackable pallet system that makes it possible to track stocks in real-time in the administrative system. It is now much easier to pick pallets and processing times have decreased considerably.'





A smart system for error-free bulk deliveries

Avebe launched a large-scale project to ensure the reliability of bulk deliveries in September 2015. Quinso and Avebe co-designed an innovative concept for gaining greater insight into the logistics process.

'It used to be difficult to recognise a container with bulk cargo as a unique identity in the administrative system,' Bas explains. 'That is why the wrong bulk product would sometimes end up in a customer's silo. This is no longer possible because each filled container has a unique code in SAP that corresponds with a physical label on the container.'

How it works

When a container arrives at the port terminal, the driver scans the QR code on the label using a special app on his smartphone. This app has a real-time connection to the SAP system and as a result the driver knows exactly which container must be delivered to which customer. Upon arrival at the customer's premises, the driver scans the label again and scans the code at the bulk silo. This final scanning moment has three functions: a final check is carried out to ensure the right product will be unloaded into the right silos, the invoicing process is automatically initiated and the stock is updated real-time in SAP. Quinso designed the procedure, implemented the innovative SAP technology and built the mobile app for the drivers.

First time right

Bas: 'In part thanks to Quinso, we have now succeeded in providing greater insight into our existing logistics process. As a result our products are delivered to the customer faster and return shipments are no longer necessary.' Jilt adds: 'That is a key reason for customers to choose us. Because if a wrong product does not end up in their silos, they do not have to unnecessarily shut down production in their factories. We guarantee a first time right delivery.'

The mobile app that the drivers now use is the first business app within Avebe's logistics chain. Jilt: 'Quinso has succeeded in making the app very practical and user-friendly, even though the underlying technology is highly complex. I am proud of this project because it has delivered a smart yet simple tool that helps the drivers do their work better.'

A real partnership

Quinso and Avebe have become very attuned to each other thanks to their long-term collaboration. Jilt: 'We obviously know our own organisation better than anyone, but Quinso was interested in our processes right from the start and was able to grasp them in no time. As a result we complement each other and work together as equals.' Bas: 'Everyone I have contact with at Quinso has a keen interest in logistics. I don't know whether they are IT specialists with a passion for logistics or logistics professionals with a fascination for IT. I think that is a good sign. They actively think along with us on a much broader scale than only SAP.'

Jilt: 'At Quinso they smartly connect their knowledge of SAP, logistics processes and Avebe and as a result are always able to design the solutions that optimally fit the situation. We see Quinso as a real expertise partner and collaborate on the basis of trust, which is an excellent starting point for the projects we will undertake together in the future.'