

The Logistic SERVICE BOUTIQUE

■ Alice Borsani

Operational efficiency and customization of the service have allowed the Bianchi Group to grow within an increasingly competitive market. The secret? A partnership, more than twenty years long.

At a glance at the entrance to the offices, in the Italian headquarters of the Bianchi Group in Casnate con Bernate (CO), for a moment it confuses: more than in a company that has more than 90 years of history behind it, it seems to be in the study hall of a university, the talents that work there are young and concentrated. But it's just a moment. "In our sector the market, the

needs of customers, the available technologies, evolve very quickly: when well-trained and followed in the right way, young people, with their ideas, their openness, the natural ability to make the best use of new technologies bring great added value within the company "explains Fulvia Zatti, dynamic CEO of the company and main sponsor of the "new generation". Perhaps this approach is one of

the factors behind the longevity of a group created in Chiasso, Switzerland in 1924, due to Fortunato Bianchi's will. After the end of the activities due to the Second World War, in 1945, with the reopening of the borders, Bianchi & Co. specializes in the traffic of high Swiss watchmaking, fabrics, precious stones and precious metals. Disembarkation in Italy took place in 1951 with the opening in Ponte Chiasso and Milano of Bianchi & c. Srl, as logistic and customs support offices for Bianchi Chiasso's activities.

In 1980, with the entry into the company of Mr. Mario Pittorelli, current President of the Italian Group, at the TIR center of Montano Lucino (CO) the international truck transport business began, which expanded in 2000 with the inauguration of the current centre of Casnate con Bernate. Over time the company has been the protagon-

ist of a growth (see identity card) that has affected the structures as much as the operational capabilities with the support of the transport

service on different land modes (which remains the main), sea and air, of an increasingly complete and performing range of logistics

Above, an aerial overview of the Bianchi Group's logistics platform in Montano Lucino (CO). Alongside, Fulvia Zatti, CEO of Bianchi Trasporti and Valerio Avesani, CEO of Nova Systems. "Our goal is to place ourselves on the market as a boutique able to offer high-end services tailored to the customer's needs, to their business objectives and to their specific operations", states Fulvia Zatti.





Inaugurated in 2008, the Montano Lucino warehouse is the main logistics hub of Bianchi Trasporti on the national territory and is a perfect example of the operational versatility that characterizes the Como group.

from Chiasso to the new center of Novazzano in 2005 with branches in Aarau, Geneva and Hong Kong.

Towards an increasingly integrated service

If, in fact, up to a decade ago, logistics intended like an offering of warehouse space for the storage of third party goods without specific service specializations, was an addition of the activities linked to transport and shipping, in the past few years became the tip of

services, integrated into the customer supply chain. After the inauguration of the center of Casnate followed the opening of new deposits, 3 in the province of Como in Montano Lucino, Cer-

nobbio and a second in Casnate, to which are added branches in Italy in Padua, Campogalliano (MO) and Florence. In Switzerland, the company developed by transferring the business

BeOne WMS: a fully integrated solution

BeOne's WMS allows the control of logistics flows with the aim of increasing productivity by reducing costs thanks to the optimized management of the routes and movements of goods, overseeing all operations of reception, reordering, collection and shipping. The WMS uses AIDC systems as mobile terminals for reading barcodes, WLANs and RFID identifiers and can be used in either automatic or manual warehouses, or in combination of both. The solution is completely configurable by the user and integrated with the other modules of the suite such as TMS, Business Intelligence and Management Control.

the diamond of an offer that aims to meet all the customers' needs in a timely fashion, making Bianchi a unique customer representative throughout the logistic process.

A decisive increase in logistics activity took place in 2008 following the partnership with Akzo Nobel, a multinational company among the leading companies active in



The identity card

THE COMPANY

Company name: Bianchi & C. Trasporti Internazionali Srl
Address: Via Adda 18/20 | 22070 – Casnate con Bernate (CO)
Phone: 031.566811
Website: www.bianchitrasporti.com

Ownership: The Group is based in Switzerland, the headquarters plays a leading role in international shipping, safekeeping and freight transport, customs and logistics.

Group companies: Bianchi & Co. SA with sites in Novazzano, Zurich, Geneva, Aarau (in Switzerland); Bianchi & C. SRL with sites in Casnate con Bernate (CO); Montano Lucino (CO); Cernobbio (CO) Campi Bisenzio (FI); Bianchi Modena SRL - in Campogalliano (MO); Bianchi Cassol SRL in Padova; ValBianchi SRL in Montano Lucino (CO); Bianchi Asia (Hong Kong) Ltd in Hong Kong

Company history: 1924 Founding of the company; 1951 opening in Milan of the first Italian headquarters; 1980 Transfer of the seat of the Italian company to the TIR center of Montano Lucino (CO), from where international cargo traffic commences; 1996 The first stock of Bianchi & C. was opened in Cernobbio (Como) and expanded logistics activities in Grandate (CO); 2000 Inauguration in Casnate (CO) of the new headquarters of Bianchi & C. SRL; 2004 Opening to Casnate con Bernate (CO) by Bianchi Air Sea Freight; 2005 Opening in Novazzano (Chiasso) of the new headquarters of Bianchi & Co; 2006 Extension of Casnate headquarters. In partnership with a Chinese company, the opening of Bianchi Asia in Hong Kong; 2008 Inauguration of new logistics warehouse in Montano Lucino; 2015 Change of computer system: Bianchi chooses to adopt the BeOne suite for computerization and automation of all management processes; 2016 Site opening in Veneto; 2017 Opening of Bianchi Modena and Florence.

Turnover: 70 million euros

Employees: 220 (140 in Italy)

Warehouse workers: 150

Number of warehouses: 4 in Switzerland; 8 in Italy, 1 a Hong Kong

Service specializations: JIT (Just In Time) express delivery services with guaranteed delivery within agreed time; ADR transport; Insurance on behalf of; fairs service, precious cargo, customs services and consultancy; VAT deposit and customs warehousing; Intrastat service

Certifications: ISO 9001 : 2015 ; AEO-F

THE WAREHOUSE OF MONTANO LUCINO

Address: Via Valtellina, 17 - 22070 Montano Lucino (CO)

Space description and dimensions:

The global area is approximately 17.700 square meters divided into:

- Square about 10.585 sqm
- Internal Warehouse Area 6.500 sqm
- Offices 600 sqm

The warehouse area includes about 1000 square meters of ground area (c loading / unloading bays) and 5,500 square meters of storage / picking area. The warehouse has 25 lanes with an average of 72 aisles each.

Shelving: standard shelving with spans of 3 places high pallets on average 1.40 mt

Handling equipment: reach trucks, fronts, electric and manual transpallets

Pallet spots: about 11.500 with an average saturation of 91%

Shipments: 75.000 per year with an average of about 4 lines per order

UDC: 35.000.000

UDP: 36.000.000.

Number of managed references: ca 7.000

KPI: reliability performance of 99.98% on shipped and 100% in terms of evasion in contractual times.

THE SUPPLIERS

Shelves: OVAS

Forklifts: Still, provided by Top Car; Hyster, provided by Astis

Cooperative staff: Azzurra

WMS: OVAS XOGIX and Nova Systems BeOne

From left, Giuseppe Riccardi, project leader WMS of Nova Systems, Valerio Avesani, Fulvia Zatti and Alberto Leva, project manager and IT manager of Bianchi Trasporti



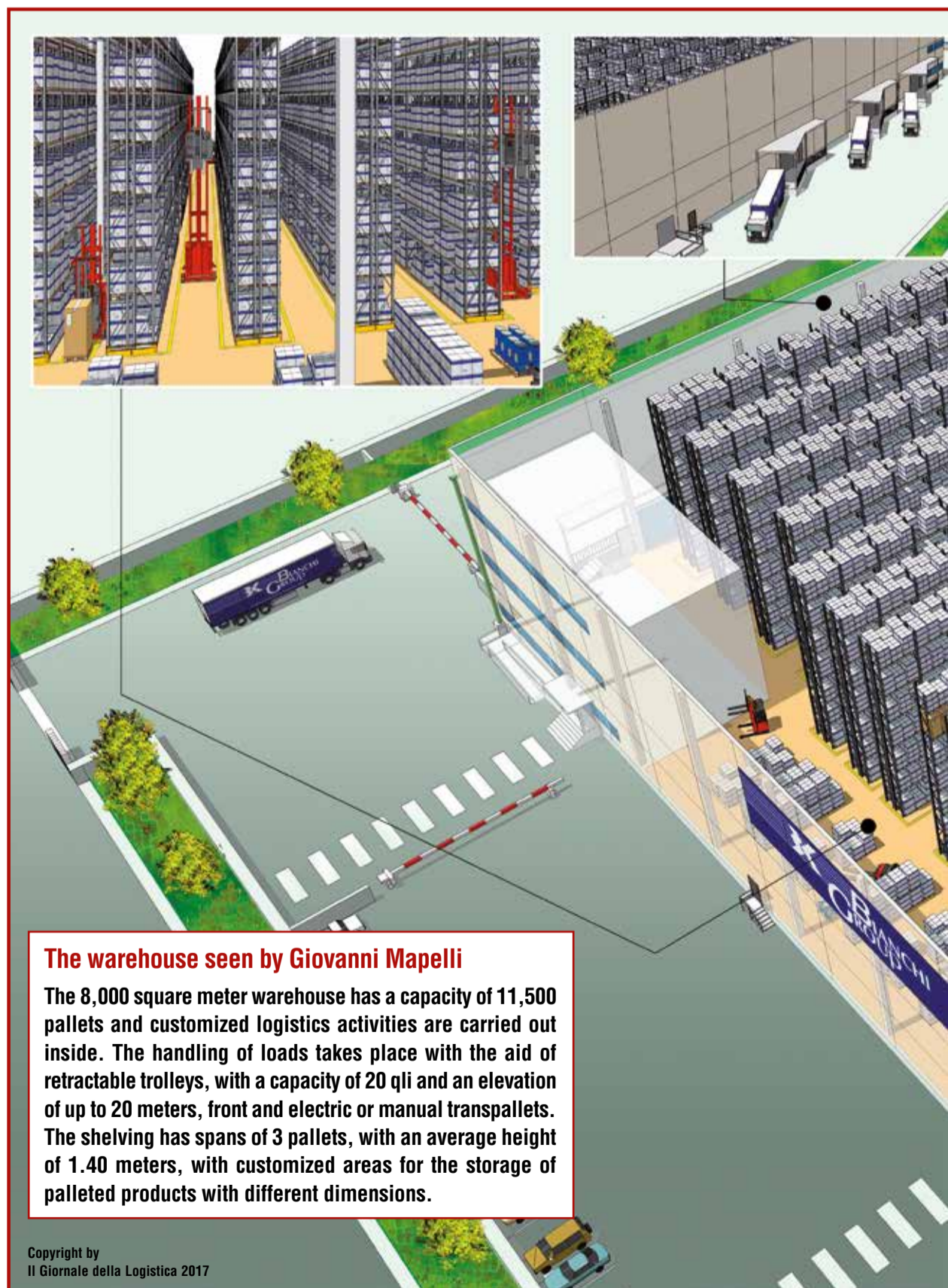
Fulvia Zatti.

This partnership has allowed Bianchi to develop increasingly specific skills in terms of organization of flows and processes, control of logistics costs and quality development. A modus operandi that has been evaluated and appreciated by the companies of the area and that has brought to Bianchi a growing number of customers in the fashion and sport sectors - with companies like Levi's Footwear & Accessories, Level and Assos - lighting, chemistry, industrial, hi-tech, automotive,

e-commerce and precious.

To these companies the group proposes a very wide and diversified range of services concerning national and international transport with import and export

management using a consolidated network of correspondents throughout Europe. On the logistics side, the service includes the planning and monitoring of storage and distribution activities



The warehouse seen by Giovanni Mapelli

The 8,000 square meter warehouse has a capacity of 11,500 pallets and customized logistics activities are carried out inside. The handling of loads takes place with the aid of retractable trolleys, with a capacity of 20 qli and an elevation of up to 20 meters, front and electric or manual transpallets. The shelving has spans of 3 pallets, with an average height of 1.40 meters, with customized areas for the storage of palletized products with different dimensions.

the province, specialized in the production of non-ADR powder coatings. The vertiginous growth of the company that today is the main European production hub for the multinational and one of the most important in the world, is experienced by Bianchi as an opportunity to develop new logistics skills. "In 2008 we inaugurated a new hub in Montano Lucino (protagonist of our article, Nda) of

the capacity of over 11,000 pallet places in which we have refined our services, on behalf of Akzo Nobel that is its main contributor, we act as 3PL in the supply of distribution and industrial logistics services that include activities with a high added value integrated into the client's production processes, such as the sampling of products coming from the world's largest powder coatings manufacturer ", explains CEO

and the management of inbound and outbound goods flows with the execution of additional activities such as: quality control, assembly, packaging (standard or special), reconditioning, labeling, document management, development of EDI flows.

The way of personalization

The red thread linking different sectors and activities is the cure in proposing solutions, both on the transport side and on the logistics side, with maximum flexibility, according to customer requirements. "Our goal," Zatti confirms, is to market it as a boutique that can offer tailor-made customer services, business objectives, and operational features. We believe

this is the only way for a company of our size (about 220 employees and a turnover of 70 million euros) to win the game in a market where rules are almost always dictated by the needs of large multinationals". In order to facilitate Bianchi in achieving this decidedly ambitious mission, it is the support of a precious ally: the technological partner Nova Systems, a Veronese company specializing in the development of software solutions for the logistics and transport world, which in 2012 released the BeOne suite, a solution for the integrated management of the entire distribution chain. The relationship between the Bianchi Group and Nova Systems began at the end of the Nineties and started a collaboration that would be described as

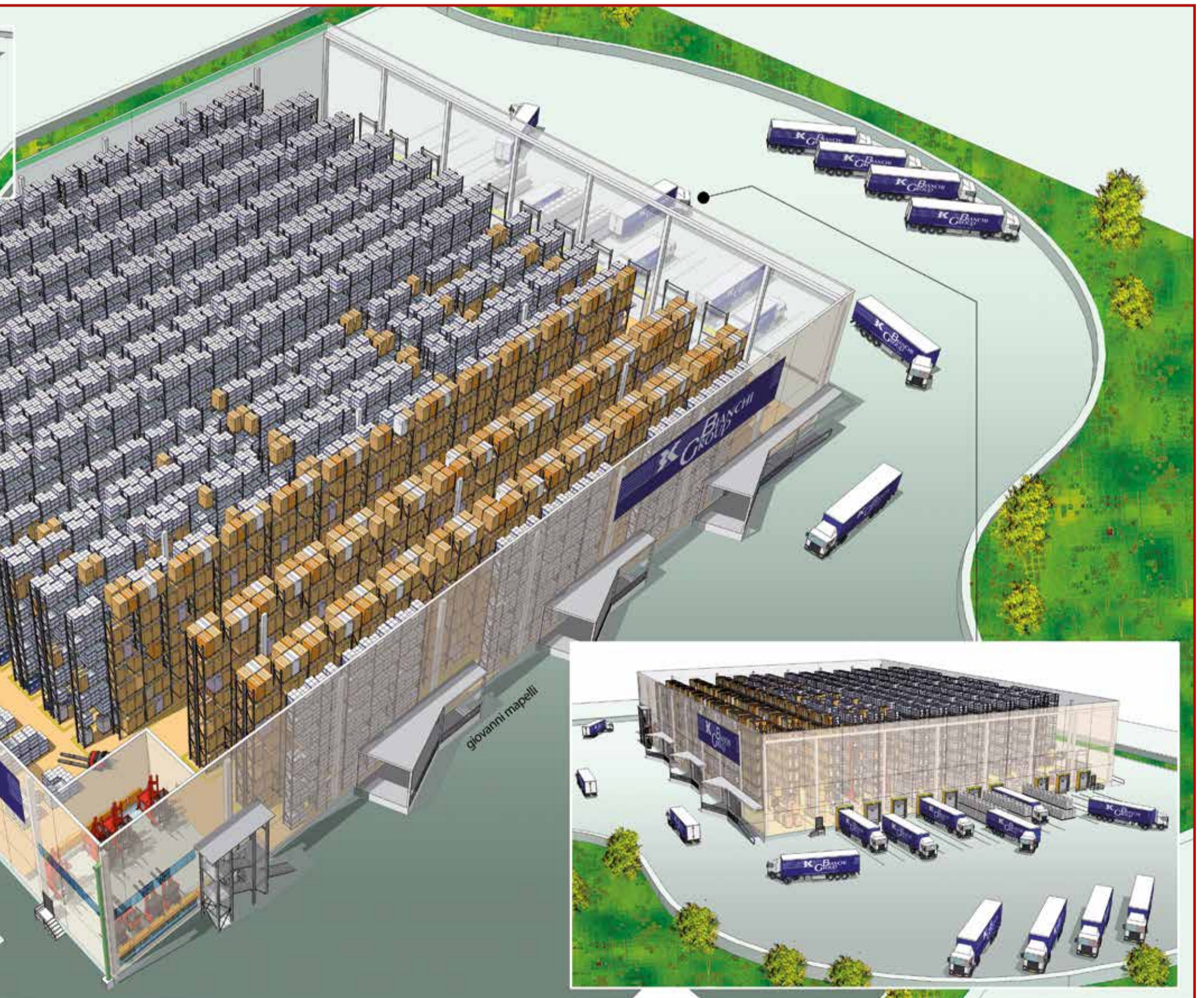
Beside the warehouse logistics, Bianchi offers a very wide and diversified range of services concerning national and international transport with import and export management using a consolidated network of correspondents throughout Europe.

"win-win" in the conferences: in over 20 years of partnership the two companies have grown together supporting the development of the other. "Bianchi has always been extremely demanding and aware of the role that the software part can play in optimizing transport and logistics activities. From the comparison with his requests many ideas were born that have favored the development of our product and our resources", ex-



plains Valerio Avesani, CEO of Nova Systems. For almost three years, Bianchi has been with the BeOne suite, managing all the transport and logistics processes, ensuring vi-

sibility and measurement. "One of our goals is to achieve full integration of EDI flows with all partners and customers. To date, thanks to BeOne, we have enabled connections with about





The multi-client area, managed with BeOne, foresees organizing the warehouse based on the logic characterized by maximum operational flexibility and space management. Specifically, the software allows a mixed presence of activities in RF and manuals



"Now the" physical "performances are taken for granted and the speed of information returned is considered as more interesting than the mere pulling speed" explains Fulvia Zatti

100 customers, between partners and customers to ensure logistical end-to-end visibility at every stage of the chain, and what is more important for us to provide information at an unprecedented speed", underlines Alberto Leva, project manager and IT manager of Bianchi Trasporti, focusing on the current evolution of what the market tends to perceive as important and indispensable within an optimized stronghold and high performance logistics chain. That is, the added value no longer exists, or at least not only, in the ability to perform a task, but in its related information, or rather in the speed with which it is able to provide data about the process, facilitating the verifying of the execution of all steps, compiling statistics, and checking costs.

The value of information

"Now the" physical "performances

are taken for granted - confirms Zatti - and the speed of information return is considered as more interesting than mere pulling speed. There are less and less partners who ask us how long we are able to reach a certain destination and more and more those who investigate our way of providing information: in how long will we have the unloading bill? In which format? In this context, information assumes a central value in the perceived capacity of the processes".

Critical issues are not lacking: on the one hand, customers, perhaps used to large couriers, of traceability facilitated by the use of homogeneous IT systems worldwide and according to fixed standards, on the other hand do not always perceive the complexity linked to the supply of personalized information and within networks where more information systems coexist. Establishing a dialogue

between different systems to give visibility to the customer, reduce the possibility of error, increase performance, through two-way transmission between partners is a non-trivial operation. "Our customers expect an effective, complete, personalized service and timely communications on the handling of goods that, sometimes, are delivered to us even without labeling. And our challenge, supported by Nova Systems is to standardize as much as possible a process that has its own value in personalization" emphasizes Leva.

"As a technology partner, our challenge - adds Giuseppe Riccardi, Nova Systems WMS project leader - is to allow Bianchi to have a dialogue with its network of customers and partners as if everyone used the same system, through the development of appropriate interfaces and technologies, increasing the company's competitiveness thanks to its ability to manage

an increasingly rapid and precise information flow."

The Warehouse of M. Lucino

Opened in 2008, Montano Lucino's warehouse is the main logistic hub of Bianchi Trasporti in Italy and is a perfect example of the operational versatility of the Como group. The 8,000 square meter warehouse has a capacity of 11,500 pallet spots and custom logistic activities are carried out inside.

The handling of loads takes place with the aid of retractable trucks, with a capacity of 20 qli and an action up to 20 meters, front and electric or manual transpallet. The shelving, supplied by Ovas, has spans of 3 pallets with an average height of 1.40 meters, with customized areas for the storage of pallets with different dimensions. On behalf of the Akzo Nobel customer, Bianchi manages the

daily reception of 7 shuttles from the production plant and the preparation of orders for a total of 250-300 missions per day. Raw materials are instead housed in a dedicated warehouse area and transferred to the manufacturing hub on the basis of orders transmitted by the company. The operations wind up according to a seasonality with peaks at the beginning and end of the month and close in the shipment of 35 million UDC / year escalated through 75,000 shipments annually with an average of 4 rows per order. The activities handled on behalf of the customer are varied and ranging from sampling, performed in a dedicated area, to mass withdrawal, passing through quality control, management of returns, organization of multiple warehouses, designing and managing integrated activities in the supply chain of customer. Bianchi also manages directly 30% of



The Bianchi Group deposit at Cernobbio (CO). This department mainly manages the flow of customers in the fashion and clothing sector



The aerial overview of the headquarters of Casnate con Bernate. The company has eight depots on the national territory

shipments on the domestic market, working on the preparation of ex works.

The multi-customer area, managed with BeOne, provides for the organization of the warehouse according to logics based on maximum operational flexibility and space management. In particular, the software allows a mixed supervision of the activities in RF and manual, in case of unlabeled goods and also for the same customer, which ensures the optimization of procedures that are very different from each other and the homogeneity of the level of service offered. The activities of receiving, stocking, picking and order preparation are managed by the operators guided by the system according to customizable logics, not only at the level of the different customers, but also of product categories. "Bianchi is able to act autonomously on the software and adjust the most appropriate configurations to the specifics of the customer and the situation, with the advice of our technicians" explains Giuseppe Riccardi, underlining how this translates into an increase in flexibility and responsiveness of the company to the various operational needs, including temporary ones.



A growing future

In 2017, Bianchi Trasporti is closing the year with 18% growth in turnover, an increase in transit warehouse activities of 20% and a 50% increase in imports.

According to Fulvia Zatti, one of the factors that has led to the company's positive performance, one must surely count on the competitiveness that comes from the use of a computer tool that, by automating communication activities, has allowed resources to focus on energy and activities with added value. "With the move to BeOne, we have pushed firmly on the development of EDI con-

nections between partners and customers, including assessing staff on the results achieved in this direction. It was an important effort that today allows us to be fully customer-oriented and the results have come," Zatti emphasizes. The fact that the suite is delivered in cloud mode (see box) has freed the company and staff from EDP area from managing high-impact business: "The main advantage of the cloud for us is the outsourcing of everything that concerns hardware management and maintenance as well as data security and business continuity - explains Leva-. In this way, we can focus on process optimization, data interchange,

All the benefits of the cloud

With the move to BeOne in 2015, Bianchi Trasporti Internazionali uses the applications and the various features of the suite developed by Nova Systems in cloud mode. "The cloud is like a big cooperative with all the companies that use the solution, and because of this participation, they benefit from service and security levels. Levels that, with solutions in house, would never have been able to reach"; exemplifies Valerio Avesani, CEO of the Veronese company. The advantages of cloud computing are many: the main ones are associated with financial savings resulting from the fact that there is no need to buy hardware and software and that the payment of services takes place in pay per use mode; solution scalability, accessible anywhere and constantly upgraded, ensures efficient and high-level operation while advanced security and networking systems and data ensure business continuity. Even in the case of exceptional events, the continuity of operation is guaranteed until the complete reactivation of the activities.

reporting, KPI monitoring.

In perspective, the potentials of an interconnection approach with all actors in the chain are multiple. "In short," explains Zatti, "we will launch a project concerning the tracing of each single package in transit in the Casnatecon Bernate warehouse, so that it can be seen through the entire chain. There are still so many ways to explore and our journey has just begun." ■

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