

DIGITAL TECHNOLOGIES IN TRANSPORT AND LOGISTICS

Transport is moving rapidly THANKS TO THE CLOUD

■ Christian Benna

Brigl di Bolzano, azienda nota a livello europeo, è in forte crescita e avverte la necessità di strumenti ICT tali da consentire una perfetta padronanza e interpretazione dei dati. Con BeOne di Nova Systems è l'inizio di una rivoluzione che in pochi mesi cambia il modo di lavorare

Brigl Spa is an Alto Adige company with a long tradition. It was founded in 1925 under the name "Società Trasporti e Depositi" and was later taken over by Carl Brigl, when it was renamed in his honour. In the seventies, it passed into the ownership of the Mitterhofer family, which currently holds it in the person of Maria Eva Mitterhofer, chair of the Board of Directors. Today, the company is steered by Renzo Marras and Andreas Goggi, chief executive officers of Brigl Distribution Srl and Brigl Spa. Trucks laden with goods are always leaving from Bolzano and, along with them, a large quantity of data: "The speed of the analysis of a great mass of data has become one of the main conditions to obtain growth," argues Goggi, highligh-

ting the problems of the transport world where "a very great deal of work is done but the results are sometimes not in proportion to the effort".

Today, Brigl is one of those businesses that experts describe as "data equipped", showing how important the proper handling of information has become. Anglo-Saxon vocabulary is useful to find one's bearings in the great ocean of the digital economy. And so the warehouse has been transformed into a data warehouse and data analytics has become part of the daily round, but what converted Brigl to the credo of business intelligence were concrete needs, to which a response had to be found immediately with the most innovative technologies.

Brigl currently has a turnover



Brigl's headquarters in Bolzano. The business, founded in 1925, offers a complete range of transport (packaged cargo, partial or complete loads) throughout Italy and Europe. It also works in the international shipping division (via sea and air) as well as customs services and integrated logistics

70% The percentage of Brigl's revenues deriving from transport activities.
30%: logistics.

of around 18 million euros and employs 61 people.

Its international reach led it to join consortia like CargoLine, CDS and Palletways in order to be able to organise shipments throughout Europe. "Brigl," says Marras, "began as a customs operator before concentrating on the transport of packaged cargo, then complete loads, finally embracing logistics on behalf of third parties. The growth of the business demanded radical changes and a new approach that placed data management and process innovation at the centre."

The organiser is in the Cloud

This gave rise to the collaboration with Nova Systems, a company founded in the eighties specialising in IT solutions for logistics and the supply chain. Andreas Goggi explains: "We started from the analysis of a necessity: making the management of the traffic lines more efficient. To understand the progress of a line, before the intervention of Nova Systems, we used to prepare an analysis of the shipment by collecting a lot of data and comparing them practically by hand, without the rigour

that becomes necessary when the business margins and the client services are in play. Each analysis took a great deal of time, physical and nervous energy and never guaranteed absolute certainty. The doubt was that certain routes and certain shipments were not economical or not very efficient." So Brigl decided to adopt and invest in business intelligence, the technological solution for collecting data and analysing information.

Transport that changes gear

The adoption of Nova Systems' BeOne Cloud Forwarding Suite solution, in which Business Intelligence is integrated, created for companies in the international shipping, transport and logistics world, was the conclusion of a process on which Brigl gambled its corporate growth. "For example, it was possible," Goggi makes clear, "to drastically reduce the inefficient traffic lines.

Code name: BeOne

The WMS module of BeOne Cloud Forwarding Suite, Nova Systems' solution for the management of the distribution chain, enables the flows to be controlled, increasing productivity and, at the same time, reducing the costs thanks to the optimisation of the routes and goods handling, with the management of all the transactions, including reception, reordering, collection and shipment. The solution is scalable, modular, completely configurable by the user in order to best adopt to the needs of the depositors, based on the types of goods dealt with. The WMS is completely integrated with the other modules of BeOne's Suite, especially with TMS, Business Intelligence and Management Control. Further information: www.novasystems.it



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"Another sector in which we intervened was in the warehouse where, by consulting the Business Intelligence in the WMS sector, we were able to reduce the preparation times and optimise the costs, keeping the service level high," says Andreas Goggi.

Thanks to the data analysis, we can discover in real time how much the fixed costs are impacting on the profits. This enables us, if necessary, to organise our offer in a different way. Another sector in which we intervened was in the warehousing on behalf of third parties where, by consulting the Business Intelligence in the WMS sector, we were able to reduce the preparation times and optimise the costs, keeping the service level high."

The many functions offered by Nova Systems can be integrated together in order to better reflect the development of the company. Giuseppe Riccardi, Nova Systems' Project Manager, states that the IT company "has developed a whole series of automated processes to the point of digitising the entire process. Brigl's operators can, in this way, concentrate on their core business, providing a service able to promptly meet every need. An approach that increases client loyalty and enhances the professionalism of a transport and logistics company." "In the nineties," recalled Marras, "the fall of the borders enabled us to expand the business."

"An exciting change, but also a very complex one because we had to expand the distribution network. Our clients demanded it: from a

I do it in threes

Brigl of Bolzano divides its offer in three directions:

- **Brigl Spedition:** transports throughout Europe, packaged cargo, partial or complete loads. Logistics and customs services. Complete Trace & Tracking
- **Brigl Distribution:** transports throughout Italy, packaged cargo, complete loads, express pallets, complete Trace & Tracking, integrated logistics services
- **Brigl Air & Sea:** air and maritime transports throughout the world, logistics and customs Services

The company's website is www.brigl.it

rented warehouse, we switched to a proper site of around 8,000 square metres of covered areas. And so we managed to offer logistics services on behalf of third parties."

Today, Brigl spa generates 70% of its turnover from shipments and the remaining 30% from logistics. The company offers a complete range of services that include procurement, distribution and warehousing with reduced delivery times and fast and up-to-date information on the shipments. The transport service travels along both international and national routes with packaged cargo, complete and partial loads and even combinations, including express shipments and fixed deadlines. Also part of the Group is

a company division dedicated to sea/air shipments, Brigl Air & Sea Srl, 100% owned by Brigl S.p.A.

Warehouse and packaging

As regards the logistics side, Brigl is engaged in both warehousing and packaging. Among the services offered are third-party storage in modern warehouses, with video surveillance and equipped with anti-theft system; sorting, customs warehouses, the provision of picking and packaging. Brigl's clients are various and diverse. There are the wine production cellars of Trentino, packaging and foodstuffs companies, such as Sinclair International, and even sports' articles businesses, such as Q&E, through to the top

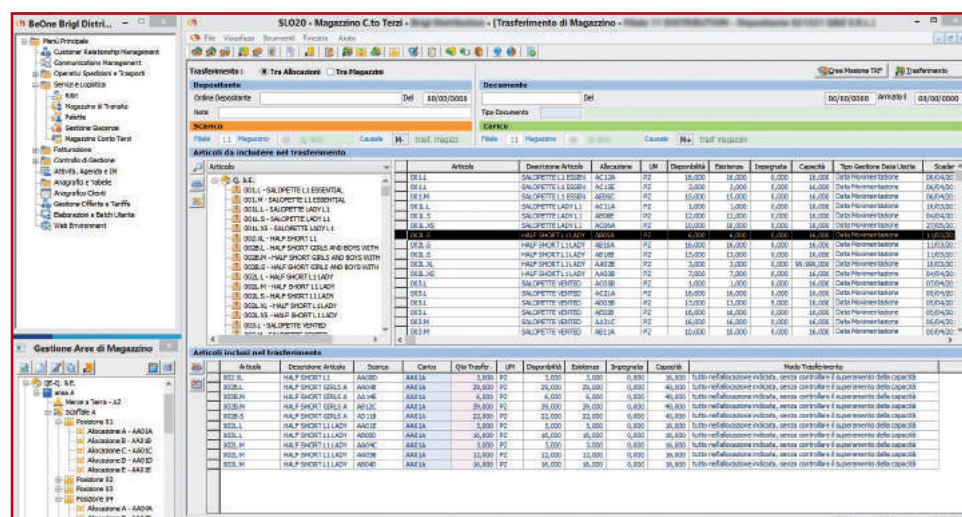
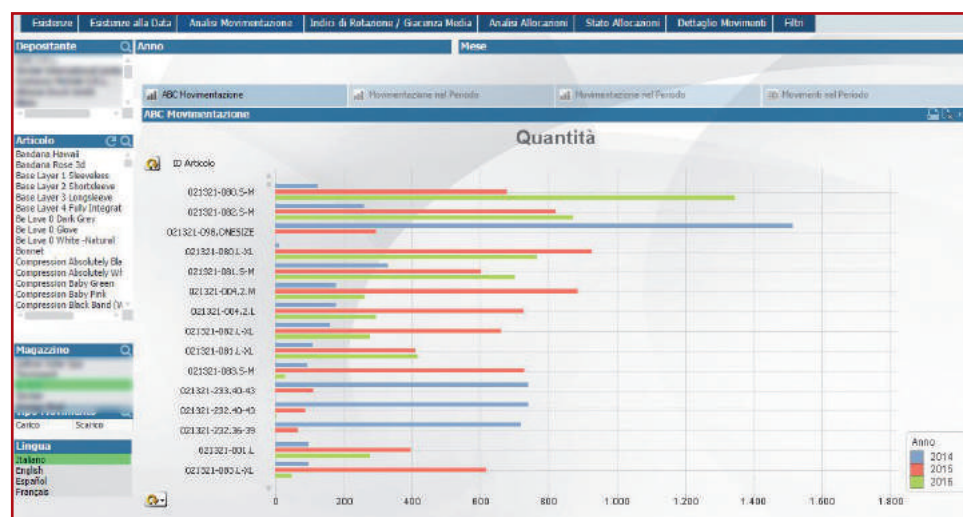
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BeOne, the in-Cloud administrative database solution that supports business in the sector of international shipments, customs, transport and logistics. “Much more than a simple software application. It adapts to the needs of companies by becoming an integral part of their work,” explains Nova Systems’ CEO, Valerio Avesani



“The analysis of the data enables us to find out how much the fixed costs impact on the profits. Inefficient traffic lines have been drastically reduced,” says Goggi

of the range in products for cycling. “By now, we are historic clients of Nova Systems,” continues Marras. “They have been our partners for many years and this alliance, in which we know each other well, has helped us find the most appropriate solutions, stimulating each other in a relationship that goes beyond that of supplier and client.” For Riccardi, the long collaboration with Brigl “has also helped Nova Systems open up to new markets and improve its IT services for logistics.” Renzo Marras does not tire of repeating that synergies, for a family company, are the foundation of development. In the same way that the networks of which Brigl is a part function, so must the

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collaboration with an IT solutions supplier like Nova Systems. “The benefit is immediate,” says Andreas Goggi, “because it allows an overall view of all the activities.



Andreas Goggi (Brigl): “The speed of the analysis of a great mass of data has become one of the main conditions to obtain growth.”



Giuseppe Riccardi (Nova Systems): “We have developed a whole series of solutions in order to digitise a whole series of processes.”

This total control is synonymous with guarantee, including for those who entrust us with their goods.”

Soul mate

“No one knows you as well as your soul mate.” This is the concept chosen by Nova Systems to describe the features of its BeOne administrative database solution in the Cloud that supports businesses in the sector of international shipments, customs, transport and logistics. “BeOne is much more than a simple software application. Just like a soul mate, the solution adapts perfectly to the needs of companies, guiding them in their businesses and becoming an integral part of the work of shipping companies and logistics operators,” explains the CEO of Nova Systems, Valerio Avesani. The software services and the administrative database application are delivered through the Cloud with the utmost security and total, round-the-clock assistance, seven days a week, 365 days a year. “BeOne fully integrates with the company’s activities. It has many potential applications, it is scalable, irrespective of the size of the companies. It is therefore able to meet all the clients’ needs,” underlines Avesani. The BeOne services can be integrated together in order to better reflect the company’s growth and are divided into five macro-modules, each one of which performs a precise



Summary of the features of the BeOne solution

The heart of the problem

The latest estimates of the Confetra study centre speak of a transport market in mild recovery. This is therefore a growth of small percentages that does not do much to remove the burden of the difficulties that the sector has endured for more than a decade. To remain on track, it is therefore necessary to change gear and this is exactly what Brigl of Bolzano has undertaken thanks to a mixture of international alliance and a new “driving force” featuring 2.0 technology.

function: starting from the Cloud service and the software for the management of transport (Transportation Management System), which includes the administrative database system of the air (Export and Import), maritime (Export, Import, National and NVOCC) and land (Export Groupage, Import Groupage, Domestic and Complete) sectors. Moreover, BeOne is the software for business (Common Business Applications) as regards the management of relations with clients (CRM), Business Intelligence, Communications Management and the Collaboration Platform, in particular with the management of Spot Offers, Autoquote and Pick Up Orders, Tracking and Tracing, the outcome of shipments, the Uploading of delivery evidence, electronic documents, Profit Sha-

re, the WMS inventory stored for third parties and the publication of the KPIs.

Nova Systems is also working on the creation of a module called BeOne Sea Sync that will provide the automatic procurement of maritime freight, additions and responsibilities directly in the database of its clients, in order to definitively eliminate manual updating. “As with BeOne Air Sync, already operational for several months, it will be possible to have automatic updating of the offers proposed by the maritime companies, thereby enabling the shipping company to obtain a considerable competitive advantage.”



Renzo Marras (Brigl): “The growth of the business demanded changes and a new approach that placed data management and process innovation at the centre.”