NATIONAL DCP UNIFIES SUPPLY CHAIN OPERATIONS

OPERATIONS
Headquarters: Duluth, GA
Distribution Centers: 7

MANHATTAN SOLUTIONS
Transportation Management, Warehouse
Management, Labour Management,
Supply Chain Intelligence

NDCP

CHALLENGE
NDCP needed to replace its 10-year-old IT system with technology that could scale up cost-effectively when deployed nationally. A more tightly integrated TMS/WMS was needed to provide visibility to schedule driver pick-up and delivery.

SOLUTION
NDCP selected Manhattan based on its ability to seamlessly integrate TMS and WMS. This enabled the company to optimise transportation processes and gain pipeline visibility from purchase order management to final delivery to the franchisee.

PROGRESS & RESULT
The tight integration of the transportation and warehouse systems is expected to drive a 3-7% annual reduction in transport costs, a 10-20% improvement in backhaul opportunities, and a 10-20% drop in waste and spoilage.

"We chose Manhattan because it delivered the right mix of technology, training, ease and speed of TMS/WMS implementation, and the ability to scale IT capabilities to cost-effectively support our expansion and help us find new ways to drive up efficiencies."

CHRIS LAFAIRE, SENIOR VICE PRESIDENT OF IT, NATIONAL DCP

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A FRESH START
at National DCP

"Our drivers log more than 28 million miles each year, so transportation is a key part of our cost structure and value proposition. Optimising our inbound and outbound road networks is central to making it all work. With the total order-to-delivery visibility that comes with seamlessly integrating transportation and warehouse management systems, we can be more flexible in how we plan our drivers' schedules. This helps them operate more efficiently while consistently hitting their pre-set delivery windows."

FOUR REGIONAL BUSINESSES MERGE TO BECOME ONE NATIONAL COMPANY

Behind the famous Dunkin' and Baskin-Robbins brands is National DCP, the $2 billion a year sourcing and distribution arm that ensures reliable product deliveries to more than 8,100 restaurant locations in the U.S. and abroad. As the IT and physical distribution backbone, NDCP is relied on by thousands of franchisees to serve up what their customers want, when and where they want it.

In a move to optimise its physical and IT networks, NDCP launched a major initiative called "Project Freshstart." NDCP merged its four legacy regional businesses into one national company. It then rebuilt its IT capabilities virtually from scratch. Out went a 10-year-old system too fragile and antiquated to effectively scale up with the demands of a unified infrastructure. In came a refreshed system consisting of multiple new components, going live at once when ready.

According to Chris Lafaire, NDCP's Senior Vice President of IT, "`Project Freshstart' is the most ambitious program in our history. We combined four regional companies into one national firm, and then overhauled our entire IT network. Integrating TMS and WMS functions on one platform, merging it with our new ERP, Labour Management Systems, warehouse voice picking, web portal and data centre operations, and rolling it all out in just 10 months has been essential to the program's success."

Manhattan quickly rose to the top of the list of TMS/WMS/LMS providers. Its proven track record of designing and managing integrated platforms, deep experience with wholesale food distributors, the resources to execute the transition quickly and easily, robust training and support tools, and a scalable model that could be repeated as each region went live, melded perfectly with NDCP's needs.

NEWLY INTEGRATED SUPPLY CHAIN OPENS OPPORTUNITIES FOR EXPANSION

With a tightly integrated TMS and WMS, NDCP manages its supply chain in ways it never has before. Order, inventory, and transportation information flow quickly across the Manhattan platform, giving NDCP unprecedented visibility from one end of the chain to the other. Rapid access to good information provides the flexibility to introduce dynamic transport routing into what had been a static routing environment. The ability to incorporate multiple modeling scenarios enables NDCP to run routes more efficiently and take advantage of backhaul opportunities. Manhattan's technology opens the door for NDCP to leverage mobile applications in delivery operations. NDCP can fully unlock the value of its vast road infrastructure, capabilities that will become ever more critical as it expands its geographic coverage area west of the Mississippi and looks to double its distribution centre footprint.

The system went live just 10 months after the revamp began—an impressive rollout timeframe by any measure. "We are in the early stages, but we couldn't be happier with our decision," Lafaire said. "Manhattan has a mastery of the technical issues and a thorough understanding of how our industry works. It grasps our objectives, and knows how to help us reach them. Manhattan is the perfect partner to help us cost-effectively capitalise on the tremendous opportunities that lie ahead of us."

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