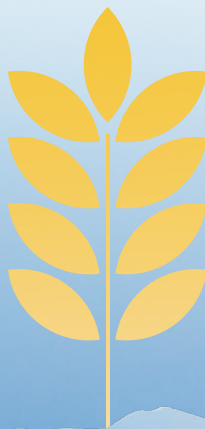
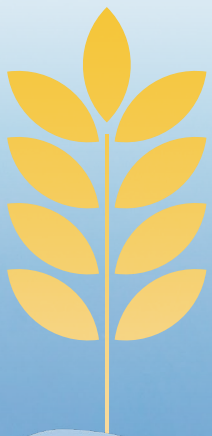
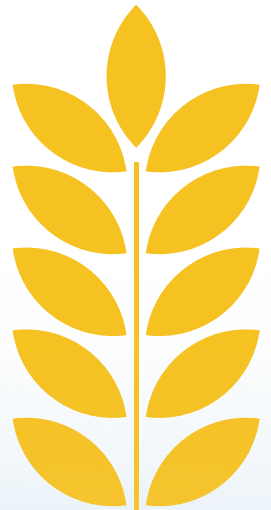
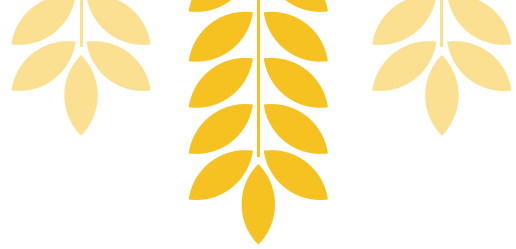




CASE STUDY

How **Transporeon**
is helping Limagrains
Europe achieve its
field of dreams





“We chose Transporeon to realign ourselves with our customers’ expectations in terms of managing and tracking their shipments, while managing our relationships with our carrier partners more effectively. The platform should allow us to get closer to B2C operating modes.”

GRÉGORY MAILLET

TRANSPORT SYSTEMS MANAGER, LIMAGRAIN

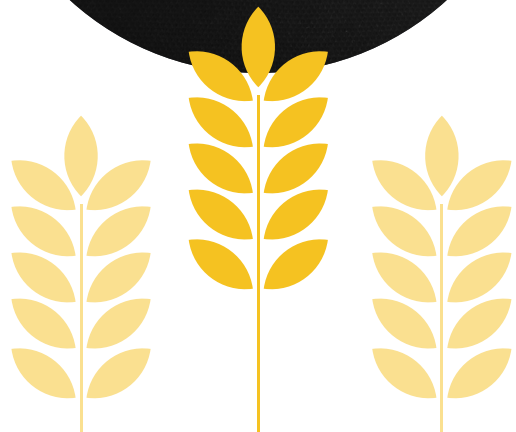


Our choice was reinforced by the fact that Transporeon offered a multi-module solution through a collaborative and integrated interface. As part of a major transformation program, the Transporeon project was delivered on time and well integrated with our other transactional tools, allowing us to reach our business objectives and be prepared for the future of the supply chain.



JÉRÔME PRIEST

BUSINESS PROJECT MANAGER,
LIMAGRAIN EUROPE

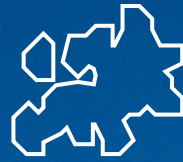


Facts and figures:



€2 billion

annual revenue
Group (Limagrain Europe more than 700M€ in 2022)



20

European subsidiaries and sales in 50 countries

Around



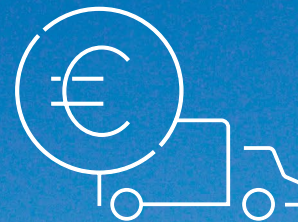
1800

passionate employees



6 Millions

doses
Transported



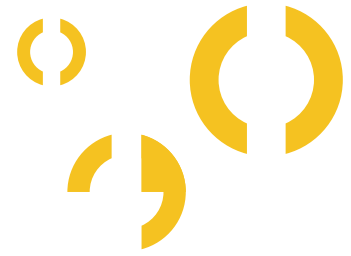
€15 to €20 million

transportation budget





About the customer



Limagrains is a cooperative own by French framers and an international group dedicated to providing high-quality seeds and promoting sustainable practices. The group has an annual turnover of approximately €2 billion, €700 million of which comes from Limagrains Europe.

Limagrains Europe operates through a network of around 20 European subsidiaries, serving customers in close to 50 countries. Their primary products include field crops, maize, sunflower, rapeseed and cereals, which are transported both in bags and bulk. Each year, they ship approximately 6 millions of doses, with an average weight of 15kg per bag.

Road freight transport is Limagrains Europe's main mode of transportation, although a small portion is handled via sea...To support their

transportation needs across different regions, they allocate an annual budget of between €15 million and €20 million.

As a responsible agricultural organisation, Limagrains Europe strives to optimise its transport operations while minimising its environmental impact.



The Challenge

One of the major challenges Limagrains Europe faces is the seasonality of its transportation operations, due to the characteristics of the crops and their respective distribution periods.



The peak shipment period for maize and sunflower seeds is from December to April, accounting for about three-quarters of all volumes. The remaining quarter is dedicated to rapeseed seeds in July and August.

Assigning transport during this peak period was a challenge as the company relied on manual methods and tools that lacked integration. To process flows they used a transport management system and an appointment booking platform, while transport tariffs were managed by e-mail, and distribution

tracking relied on Excel spreadsheets. This lack of integration between tools required significant data manipulation, along with time consuming data compilation and re-entering.

Excel files were also used for Limagrains Europe's tendering process for transportation services. This manual approach led to difficulties with data consolidation and lengthy processing to develop a clear transport strategy.



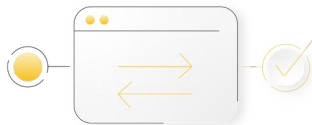


The Solution

In order to streamline their transport logistics and accelerate the acceptance of their transport orders, Limagrain Europe drew up a detailed specification and launched a call for tenders from several transport management solution providers. The company was already familiar with Transporeon, due to its reputation in the trade press, and it chose the platform for its modular and integrated suite.

Since then, they have been using several modules on Transporeon's platforms to help them achieve their business goals, including:

- Transport Assignment
- Time Slot Management
- Freight settlement
- Road Visibility
- Analytics
- Freight Procurement
- Rate Management



Transport Assignment



Time Slot Management



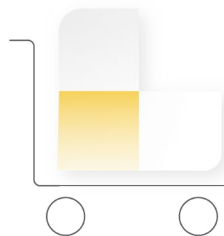
Freight Settlement



Road Visibility



Analytics



Freight Procurement



Rate Management

The Results

Transporeon has exceeded Limagrain Europe's expectations. The project was well executed and meet agreed deadlines, costs and quality standards. The platform has since delivered a number of benefits to their operations and processes, including:

- Faster carrier assignment, improving operational efficiency and reducing delays.
- Significant reduction in phone exchanges with operators, customer services and warehouses, resulting in time savings and better resource utilisation.
- Automation and digitisation of manual tasks, reducing errors and freeing up resources for higher-value activities.
- Improved delivery tracking through integration with their ERP system, ensuring better visibility of shipping statuses and enhanced customer satisfaction.
- Improved service quality and follow-up, with a 50% decrease in phone calls.
- Greater visibility into internal delivery tracking, allowing for better monitoring and control.
- A decrease in customer complaints related to transport set-up times.





The Future

With the Transporeon platform in place, Limagrains Europe now needs the data to improve its real-time visibility with its service providers. Currently, they have achieved 10% visibility, and their goal is to reach 50% in the very near future.

The company also plans to use Transporeon's Carbon Visibility solution to calculate and control the carbon footprint of scope 1, 2 and 3 emissions with a particular focus on transport-related emissions representing a significant share of these.

Limagrains Europe is keen to stay informed about any Transporeon platform enhancements that will

bring added value. For example, e-CMR will allow them to move towards a paperless supply chain, while consulting in real time and facilitating visibility with all stakeholders.

With Transporeon as their partner on their logistics digitalisation journey, Limagrains Europe can look forward to streamlining their processes and smashing their sustainability goals.

More information of Limagrains Europe :
<https://www.limagrain-europe.com/en>



Want to know how **Transporeon's**
Transportation Management Platform
can help you improve operational efficiency
and smash your sustainability goals?

[CLICK HERE](#)

