**✦ BlueYonder**

**MITR PHOL Sugar**

# Mitr Phol Sugar Achieves Sweet Savings of 5% on Its Logistics Spend

- Saved 5% in annual logistics spend

- Increased on-time delivery to 90%

- Redeploy 15 logistics headcount

### Reducing transportation costs by 5% via fact-based decision making:

"As Mitr Phol Sugar grew, manual processes and human planners could no longer manage all the moving parts of our logistics business — including scheduling carriers, assigning trucks, managing docks and monitoring on-time performance. Blue Yonder transportation management enables us to automate all our processes and make fact-based decisions. As a result, we've cut our yearly logistics spend by 5%." — **Digital Team Lead, Fast and Fair**

Mitr Phol Sugar is Thailand's and Asia's biggest sugar producer, and the Top 5 largest sugar production capacity company in the world, with seven sugar mills and three regional distribution centers. Mitr Phol manages its own logistics company, Fast and Fair, which provides transportation service for Mitr Phol's seven sugar mills and other agricultural products. Fast and Fair has more than 4,000 trucks and over 400 tank cars, as well as partners with over 50 carriers, to move more than 2 million tons of sugar and 1 million tons of general cargo each year.

### Business challenge:

With order volumes increasing, Fast and Fair was challenged to deliver Mitr Phol's products on time due to a lack of visibility into both its internal transportation assets and its carrier network. The subsidiary relied on manual processes, phone calls, spreadsheets and paperwork to manage complex logistics operations spanning multiple mills, warehouses, ports and countries.

### The Blue Yonder solution:

Fast and Fair chose Blue Yonder's transportation management as the digital backbone for its daily operations. It has added significant customer value, while allowing Fast and Fair to achieve its four main objectives: grow revenues, improve service, reduce costs and increase compliance. As Mitr Phol's business grows, the solution can flexibly scale, processing a huge volume of transactions every day.

## Increasing on-time delivery to 90% through automation and control:

"Prior to using Blue Yonder transportation management, we experienced quality issues with our carriers — and our service levels reflected that. We had no way to understand, monitor and measure carrier performance. We had no data-driven basis for awarding contracts. Blue Yonder enables us to automate and control that process, while also providing feedback on each carrier. We've improved our on-time delivery rate from 80% to 90%."

## Reducing headcount, while improving speed and accuracy:

"When we experienced disruptions in the past — like trucks waiting in a queue outside a warehouse — it took a lot of time, effort and manual analysis to resolve these issues. Blue Yonder enables us to make decisions quickly and accurately to keep our network moving in an optimal manner. Not only has our performance improved, but we've been able to redeploy 15 logistics planning headcount."

## Ensuring regulatory compliance and sustainability:

"Blue Yonder transportation management enables us to comply automatically with government regulations in all our markets, including tariffs. By defining policies in advance, and trusting Blue Yonder to execute them, we've increased our compliance. We plan to use the solution to monitor and maximize our sustainability performance as well."

## Solution benefits:

- Blue Yonder's transportation management enables Mitr Phol to quantify savings and opportunities, balance service-level and cost tradeoffs and prioritize execution. Mitr Phol can evaluate network-wide performance, as well as trouble-shoot disruptions, to drive reliability and savings.

- Optimization engines from Blue Yonder exceed the ability of planners to consider large volumes of data and make optimal decisions. They also support the automation of key processes like route planning, load optimization and supplier bidding.

- Mitr Phol also benefits from Blue Yonder's advanced routing, mode, container and service-level optimization, with visibility across the network. Supported by artificial intelligence, the solution automates both end-to-end execution and re-planning as conditions change.

## Blue Yonder's expertise:

"We chose Blue Yonder because of its strong customer references, best practices and proven results. Compared to other TMS providers, Blue Yonder's solution is very flexible and configurable. It can be easily adapted with no hard coding or customization. The user interface is easy for employees to learn with minimal training. We would recommend Blue Yonder to other companies facing complex logistics challenges." — **Digital Team Lead, Fast and Fair**

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