

## Abstract

With the support of Click Reply, Martini & Rossi (Bacardi – Martini Group) has completed the process to adjust and upgrade its IT systems to manage the traceability of all production and distribution processes.

The final objective of having a Traceability System for product flows enabling to trace and call up specific batches of products has been achieved, setting up IT systems that can support the acquisition and organisation of the data required to ensure traceability and trackability.

Click Reply™ WM (Warehouse Management System) used for managing the handling of goods (both components and finished products) guarantees the tracking of the required information from the receipt of the components to the time they are sent to the bottling lines, and from pouring the product right up to when it is sent to the Customer.

## Scenario

In 1993 Martini & Rossi, founded in 1863 in Italy, joined the Bacardi – Martini Group, the third largest in the Global alcoholic drinks market. The Bacardi - Martini Group is above all known for its brands and includes among its famous products global brands such as Bombay Sapphire gin, Grey Goose vodka and Dewar's whisky. It produces around 800 million bottles a year throughout the world and employs about 6,000 people.



In Italy, Martini & Rossi's logistics network is made up of a central depot inside the production plant, two distribution platforms (one serving northern Italy and another serving Southern Italy) and two transit points (in Sicily and Sardinia).

As far back as 1996 Martini & Rossi already decided to undertake a project for the traceability of the finished product, moving beyond the limit of simple observance of regulations, in order to benefit from all the advantages that a traceability system can offer. In 2007 it decided to add tracking packing materials (bottles and capsules), associating the elements for tracking components to the product batch.

## Solution

Click Reply has been working alongside Martini & Rossi since 1996, and with its own executive logistics software, Click Reply™ WM (Warehouse Management), has supported the Company's requirements for change.

The project has involved both organisation aspects concerning reviewing business procedures and IT aspects related to the redesign of systems providing support to Operations.

Initially Click Reply™ WM was implemented with the objective to support both internal warehousing activities and those linked to the distribution of goods, ranging from internal and external production to delivery to the end Customer, through the Martini & Rossi logistics network, organising them in an efficient way.



## Traceability: the Martini & Rossi project

The solution integrates in a single platform management of the products identification and warehousing phases, goods receipt operations, composition and execution of orders as well as loading vehicles operations and travel management. The system was integrated with SAP R/3, a business software for managing production processes.

With the growing requirement to manage traceability, Martini & Rossi has launched the development of an overall solution that has entailed the following changes in operating procedures:

- Registration of the supplier batch and the creation date for packing materials that come into contact with the liquid (bottles, corks and capsules). From an operating point of view, this has entailed, re-labelling – in a unique way and using a bar code - the pallets of materials coming into contact with the incoming liquid with these data (when the suppliers are not equipped to do so).
- Implementation of data collection tools within the production lines:
  - Optical SSCC reading (bar code) of the components pallet with radiofrequency terminals, and relevant stock posting at warehouse level;
  - Assignment of the supplier's Production Date and Batch information to the material put onto the line
- Labelling of pallets leaving the production department with SSCC label (monoreference and mono-batch pallets)
- SSCC code acquisition, with radio-frequency data collection tools, in all loading and unloading operations at the warehouses of finished products (both for entire (italiano: intero) picking and in the picking processes).
- SSCC code acquisition within distribution processes

The result was achieved with the deployment of new systems, and with the enhancement of existing ones:

- Enhancement of the functions of the ERP system related to the Manufacturing module
- Enhancement of the processes covered by Click Reply™ WM (sending to the line and return from the line via SSCC scanning of materials that come into contact with the liquid)
- Interfacing between SAP R/3 and Click Reply™ and the field PLCs
- Introduction into the line of labelling machines and scanners
- Introduction of automatic pallet loading machines at the end of the line
- Introduction of a radio-frequency system for real-time data acquisition

Traceability data remain stored in the Company's repository for six years from production.

Click Reply™ enables and supports the following aspects and processes:

- Centralised management of several local depots
- Management of the mapping of areas in every warehouse (stacks, racks, etc.)
- Management of components warehouse (bottles and capsules)
- Management of the sending of components to the line with generation of traceability movements
- Management of returns of components from the line

- UoC loading of finished product from production
- Receipts of finished product from outside
- Storage management
- By-pass management (loading from bottom of production line)
- Picking optimisation and creation of multi-product pallet
- De-stratification management (for GD and DO)
- Management of automatic blocks by product maturation
- Management of blocks by quality/laboratory
- Management of blocks by product processing
- Traceability: Shipments, Receipts, Internal handling, Re-processing

## Reply value

With the Click Reply™ WM solution, Click Reply has contributed to the traceability not only of the finished product but also of all the packing materials (bottles, corks, caps) that come into contact with the liquid.

Click Reply™ WM manages all the logistics aspects of the production plant, the central warehouse and distribution platforms. The possibility of managing such a complex distribution network is guaranteed by the functionalities of the product supporting the distribution logistics (management of receipt forecasts, planning of delivery-based picking, management of travelling goods, dispatching of orders among several warehouses, inter-site transfers, cross docking, etc...).

Operators' activities are guided by the system, making the efficiency of the warehouse independent from operators, and reducing errors and execution times.

Click Reply is a Reply Group's company leader in advanced solutions for supply chain execution, based on its suite Click Reply™, developed using the most advanced and safe technologies, deployable on traditional environment or in cloud architecture.

Click Reply™ consists of several integrated modules: Click Reply™ Warehouse Management, Click Reply™ Yard Management, Click Reply™ Labor Management, Click Reply™ Warehouse Performance, Click Reply™ Warehouse Billing.

The solutions developed by Click Reply are successfully used worldwide by more than 300 companies and more than 30,000 users.

Reply [MTA, STAR: REY] specialises in the design and implementation of solutions based on new communication channels and digital media. Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.

For further information: [www.reply.com](http://www.reply.com)