



## Abstract

Click Reply supports CEVA Logistics in managing operations and developing business in their Contract Logistics activities.

The use of Click Reply™ WM solution in its “standard” and “vertical” version, allows CEVA Logistics to efficiently manage its operations and to integrate its distribution network with its business partners.

Click Reply's Application Management services guarantee constant support to operations and continuous system adjustment, in line with the evolution of CEVA Logistics business and that of its clients.

## Scenario

CEVA Logistics is one of the world's leading logistics companies, providing end-to-end design, implementation and operational capabilities in freight forwarding, contract logistics, transportation management and distribution management.

The company employs more than 50,000 people and runs a global network with facilities in more than 150 countries; the reported combined revenues in fiscal year 2008 were €6.3 billion.

CEVA Logistics has been founded in 2006, after the acquisition of TNT's logistics division by Apollo Management, one of the leading private equity investors in the world.

After the merger with EGL Eagle Global Logistics in 2007, CEVA Logistics started offering integrated logistics services in Contract Logistics and Freight Management. These services are supplied by a regional structure organised into 4 divisions, each having the responsibility for a different part of the world: North and South America, Asia-Pacific, Northern Europe and Southern Europe/Middle East/Africa.

Contract logistics services include inbound logistics, manufacturing support, outbound logistics, distribution and aftermarket logistics;

Freight forwarding services include air, ocean and ground freight, as well as other services as customs brokerage, materials handling, trade facilitations and compliance consulting.

### CEVA Logistics in Italy

TNT Logistics has started operating in Italy in 1994.

Since then, TNT Logistics (CEVA Logistics today) has experienced a strong growth, developing its operations in the Automotive industries on one side, and adopting a diversification strategy in other industries on the other side, gaining market share through both organic growth and acquisitions.

CEVA Logistics Italy has the responsibility of the area Southern Europe, Middle East and Africa, managing over 120 sites summing up to a total of approximately 2 million square meters of warehouses.

With over 200 clients, the company operates in the main market sectors: Publishing, Automotive, Industry, Fashion, Technology, Health and Beauty Care, Oil & Gas.

## Solution

The collaboration between CEVA Logistics and Reply Group, active since the 90's, gets significantly stronger in 2000, thanks to an international agreement of collaboration. Click Reply becomes the reference Partner in the supply of consulting and system integration services linked to Supply Chain Management (SCM) solutions for products and services supply, production and distribution processes management and control.

The agreement focus is on the application Click Reply™ WM for warehouse management, materials handling and allocation. Reply's system is entirely based on a web architecture, it can be integrated with e-commerce systems and with the most advanced orders handling modules through XML standard.

Throughout the years, Reply has developed for CEVA Logistics several projects in the field of SCM, as well as a constant support in application management and maintenance of the systems installed.

Today Click Reply™ WM has been installed in several sites in various countries all over the world (among others, Italy, Spain and Greece) to support CEVA Logistics' operations in the following industries:

- Automotive
- Technology
- Telecommunications
- FMCG & Retail
- Fashion
- Industry

Most sites are using Click Reply™ WM "standard" solution, 4.1 version. However, for the industries with logistics operations characterised by peculiar processes and by the need of specific functionalities linked to business, a "vertical" version of Click has been used. Fashion and Telecommunications industry are two good examples.

For all active systems, Click Reply guarantees application support by means of high integration with CEVA Logistics 1st level Help Desk and system support structure.

The Application Management service related to current projects involves approximately 25 persons working from Reply's office in Milan, Turin and Rome.

## Reply value

With its proprietary Click Reply™ WM solution and its experience in project management, Click Reply has significantly contributed to the development of CEVA Logistics business, guaranteeing rapid time-to-market and high flexibility in all the solutions proposed for the various industries where CEVA Logistics operates.

At the same time, the strong reliability of application management services supplied by Click Reply has assured very high efficiency and service continuity standards, and system continuous evolution to effectively respond to frequent adjustments demanded by CEVA Logistics and its Clients.

Click Reply™ WM web architecture has enabled system centralisation in CEVA Logistics data center, generating significant savings on IT costs.

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 20,000 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 application management.

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