



**case study**

# Dock Scheduler at Dawn Foods

## About Dawn Foods

Dawn Foods is a global leader in the confectionery industry. For more than a century, the company has offered a wide range of products for confectioners and bakeries: from frying fat and doughnut mixes to packaging and sprinkles. Dawn Foods employs over 3500 people in more than 70 countries.

Sharing knowledge and innovation – these are the values that guide the company's founders. Admittedly, this approach to business is unique and inspiring. Modern technological solutions are being introduced in all areas of the business. The same applies to transport management and warehouse processes.

The company has been developing digitalisation processes in the supply chain for many years: outbound logistics has been fully automated for years. However, the current challenge is the transformation of inbound logistics processes.



## Challenge

Recent years have been difficult for all supply chain players in Europe and worldwide. The majority of companies have struggled to keep production and supply fluid during the coronavirus pandemic and in the face of international conflicts.



Dawn Foods is going digital globally, and Dawn Foods Europe is very much involved in this digital journey. We are aware that efficient logistics processes largely determine the success of the entire company and customer satisfaction.



**Ronny Sauer**

European Supply Chain Analyst



## Implementation

Dawn Foods began implementing the Dock Scheduler in Germany. It was the market with most disruption in the supply chain during the pandemic. It happened that all the pick-ups were accumulated in the same hour, which caused downtimes and queues.

Implementation took 3-6 months. After this time, the company was 100% operational: all carriers and suppliers were sufficiently trained.



"The ability to configure the system yourself gives you a lot of flexibility, especially when customizing the system to meet the needs of Dawn Foods' individual country branches. The tool is very easy to use. It is so intuitive that one hour of training is enough. We didn't have any problems or serious issues with the operation of the system." – said Ronny Sauer.

The network of contractors and carriers working for Dawn Foods is large and growing. An 'OPEN LINK' solution has been developed within the Dock Scheduler module for this ever-growing network. It enables access to the module without registration. This is a great convenience, especially when working with new carriers who have not yet started working with CargoON. It is accessible via a link that can be sent when, for example, there is a sudden change in the schedule or some other disruption.



## Key achievements



- **reduced number of cases where all trucks arrived at the same time**

Dock Scheduler allows you to **plan your resource constraints in advance**, ensuring transparency of collaboration.



- **reduced waiting times and improved warehouse efficiency**

Up to **70% of queues outside the warehouse disappeared** thanks to time slot scheduling.



- **reduced number of phone calls coming into the company**

Internal and external players are kept informed of the **specific slots available at any time**.



- **planning department is less overloaded with deliveries**

Self-booking by the carrier **reduces the workload** and minimises the risk of miscommunication.



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