

## CASE STUDY



**A**dvanced planning project delivers strong bottom-line pay-off for Berri.

Leading Australian beverage producer, Berri, has achieved 'substantial' improvements to its bottom-line following implementation of Advanced Supply Chain planning modules from JD Edwards by Xelocity.

## THE CUSTOMER

**B**erri is Australia's largest manufacturer of fruit juice. Berri is also one of the nation's leading beverage producers. Beverage brands include fresh juices, fruits, long-life products, sports drinks and an internationally acclaimed range of fresh herbs. Berri crushes 130,000 tonnes of fresh citrus fruit annually and operates at 11 separate locations, with approximately 1,140 employees across Australia. The company has an annual turnover of approximately \$600 million.



## BUSINESS CHALLENGES

- Optimise master production schedule for multiple plants across Australia, including determining product range by plant.
- Optimise factory scheduling, including determining products made on individual lines; when machinery is cleaned and packaging required for good produced.

## XELOCITY SOLUTION

- Rapid implementation of JD Edwards Advanced Planning modules.

## ROI / BENEFITS

- 'Substantial' improvements on bottom-line.
- 'Substantial' reduction in head-count for order management.
- Reduced inventory.
- Increased plant efficiency.

"This project has given our supply chain team a 'superb platform' on which to build future initiatives". "One example is that this project has also positioned Berri to share more information with its suppliers. This is a future direction, enabling us to increase the percentage of vendor-managed inventory".

**Berri's Director of Information Services, Ross Bradley.**



**XELOCITY**  
Powerful Business Results



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## PROJECT SUMMARY

**W**ith a myriad of beverages being produced at 7 manufacturing plants around Australia, Berri saw major cost and efficiency gains from optimising production scheduling.

The 'big picture' for Berri, was its master production schedule, which is used to decide which plants make which products. At a more granular level, Berri also wanted to optimise scheduling within each plant.

Berri's factory scheduling dictates a raft of decisions at individual plants, including which product is made on which line; when machinery should be cleaned and changed and what packaging will be required for finished goods. Berri knew it could make improvements to better meet customer demand. They wanted to ensure sales were not hampered by stock unavailability. At the same time, Berri wanted to keep tighter control over inventory, preventing it from ballooning beyond what was actually needed. They also wanted to increase the capacity and productivity of all of the plants.

Berri made the decision to implement JD Edwards' Advanced Planning modules. After talking with and visiting some of Xelocity's other JDE's customers, Berri chose Xelocity as its implementation partner. This was due to Xelocity's track record and expertise with JDE.

Xelocity used consumer packaged goods industry knowledge to configure JDE to maximise return on investment. Xelocity implemented JDE rapidly and advised Berri on how to best use JDE to meet their objectives.

Berri's Director of Information Services, Ross Bradley, was delighted with the results of the project. "It's given us a great head start in planning and optimising our supply chain", he says, "Berri will be working with Xelocity to do further strategic modelling to support decisions as to where plants and facilities should be physically located and whether new plants are required".

"Berri has achieved 'substantial' improvements to its bottom-line" Ross says, "including a reduction in head-count around order management, decreased inventory, decreased transport costs and increased plant efficiency". Bradley says the project has given the supply chain team a superb platform on which to build future initiatives. Bradley goes on to say: "One example is that the project has positioned Berri to share more information with its suppliers, this is a future direction, enabling us to increase the percentage of vendor-managed inventory".

## CONTACTS

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