

SUCCESS STORY

Increase transparency, reduce workload

Trinkgut uses TC eBid® for web-based transport tenders

Speed and flexibility are two essential factors in the drinks industry. Seasonal fluctuations especially present a real challenge and make a sophisticated logistics system indispensable. Paul Ahmann, Operations Manager Logistics at trinkgut, Germany's biggest drinks specialist, knows this too: *„In procurement logistics, we are reliant on mobile service providers that can deal with serious peaks, especially in summertime business when barbecue parties and plenty of sporting events are lined up. In the past this search was always connected with a high investment in time and effort. This is just where the electronic tendering platform TC eBid® from the IT service provider TimoCom now helps“.*



Trinkgut uses the tendering platform TC eBid® for procurement logistics.

Trinkgut Deutsche Getränke-Holding GmbH is a drinks cash-and-carry chain from Northrhine-Westphalia based in Krefeld and currently runs 233 outlets. With its staff of around 4,100, the company generated annual sales in excess of 516 million euros in 2009. Up to 26 million drinks crates are delivered by the company vehicle fleet each year, as well as another 8 million crates from industry directly to the outlets. The whole operation is managed via the logistics centres in Hamm and Krefeld. Procurement logistics on the other hand is mainly handled by external service providers. Especially for this area, TC eBid® has now proven to be a new, practical tool which noticeably reduces and simplifies workload. The program was developed by the Dusseldorf-based TimoCom Soft- und Hardware GmbH, which, alongside the tendering platform, also offers the Europe-wide market-leading freight exchange TC Truck & Cargo® for the spot market .

Trouble-free application and smooth processes

The drinks specialist has tendered for long-term transport contracts with TimoCom tenders since December 2009. On average almost 30 tenders are bid for per month, mostly for inner-German routes. Trinkgut also invites its previous haulage contractors, transporters and carriers – participation is free of charge for them. The interested parties receive all the necessary information uncomplicatedly by e-mail via the TC eBid® report. Practical: Complex tables, outdated address directories or protracted telephone calls are a thing of the past for all those involved. The complete process is registered electronically and documented clearly and comprehensibly.

Analysis and filtering options ensure greater transparency

Meaningful evaluation results are derived on conclusion of the tender and indicators are generated. This aids investigation of the appropriate market prices and produces a sound decision-making basis for selecting service providers. Besides determining the freight price level, Ahmann is also interested in obtaining suitable transport service providers. *„The enormous volumes and weights of drinks demand special capabilities of the transport service provider. But we can define these quite specifically at the outset. So we can find just the candidates that suit us“.* At the same time he stresses: *“Not only is the price crucial for us. Quality, reliability, flexibility and a good rapport with the contractor count just as much.“*

New business partners can also be found through TC Profile®, a transport directory integrated in the program. It contains detailed company profiles including contact data on 30,000 active, verified transport and logistics suppliers from all over Europe. A route calculation module is also available with which trip costs and alternative routes can be calculated. The user-



Trinkgut delivers up to 26 Million drink crates per year to its affiliates.

friendliness also convinced the logistics experts from trinkgut : *“TC eBid® closes the gap between the cumbersome process of maintaining tables and hard-to-understand computer programs“.* The most up-to-date IT technology is employed to ensure that the processes are not only user-friendly, but also secure, there is also a wealth of security features – access checks, for example.

Decision guidance for the right market price

Following initial caution, the conclusion is positive for Ahmann. He sums up: *“TC eBid® is a wise choice for contract business. The simple and easy-to-understand tendering procedure and the useful functions are just what we need. We save time and workload and have already managed to gain several qualified business partners for our procurement logistics. The effective comparability of offers is, of course, especially interesting for us, a real decision-making aid in deriving market prices. The program creates clear competitive advantages for trinkgut.“*

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