

South African Fruit Exporter – Chain Visibility - Case Study

Imperial Operating Company / Partner		
Customer Name	South African Fruit Exporters	
Industry	Agriculture – Fruit Exports	
Project Summary	The typical South African fruit exporter required deep visibility with regards to their product in the logistical chain. This visibility spanned production, stock holding, movement and orders. As purpose built integration mechanism was created to facilitate this information exchange between the various stakeholders, in near real time.	
Reference Framework	Technology Enablement	
Business Context	An exporter can have many producers, pack houses, warehouses and ports in the fruit logistical chain that they interact with multiple times per day. EDI and coding standards have to exist and be maintained to allow for the seamless information exchange between these parties. A monitored central message switching mechanism aids the timely exchange of relevant information.	
Objectives / Purpose of Project	To make information available to decision makers and operational staff within the timelines they require for efficient execution.	
Project Detail	<p>Paltrack maintains the EDI layouts that have been widely adopted as the standard for information exchange within the fruit industry. It also provides a central code registration service to the bulk of the fruit exporters and in this way contributes to code standardisation and timely visibility of code changes to all affected parties. Due to the bandwidth constraints in South Africa, messages from source (e.g. a pack house) only has to be sent to the message switch once and from there it is distributed to all stakeholders that require visibility of that specific transaction.</p> <div style="text-align: center;">  </div>	
Project Achievements	The main achievements can be summarised as follows:	

	<ul style="list-style-type: none"> • Exporters have near real time visibility on activity in the chain. • Other stakeholders (e.g. pack houses and warehouses) receive advance warning of product en route to them. This in turn speeds up the receiving processes and results in greater information accuracy with regards to POD and short and excess conditions. • Code sets are standard and validated against at the transaction point and therefore contributes to “cleaner” i.e. more useable data. • A significant reduction in transaction cost vs. having to accumulate, scrub, prepare and route this information manually or directly between trading partners.
Customer References	<p>Capespan (John Gray, Manager – Logistical Information / Capespan Fruit Logistics) “As Exporter, Capespan is dependent on logistical information (receipt, stock location, and dispatched) from various warehouses in Southern Africa. This information is not only used for logistical planning and execution, but is also used for grower payment and generation of customer invoicing. We use Paltrack’s IM service as the primary source of this information.”</p> <p>Afrifresh (Basil Karstel, Marketing Executive Japan & UK) “Through Paltrack’s electronic data transmission, we are able to view all our stock positions within the logistical chain in order to make faster and more accurate business decision with regards to fruit trading. Receiving the files electronically and importing it into our exporter system, results in greater information accuracy as human errors are eliminated due to no re-capturing of information.”</p> <p>WP Fresh (Rowen van der Vyver) “We as an export company find IM services to a great advantage for the following reasons:</p> <ul style="list-style-type: none"> • Stock – Depots receiving fruit for WPF can give us an update of the current situation electronically with great accuracy. Most of these files run at night, which saves time that when one arrives at office, it’s completed and ready to use. • Intakes – Pallets received, can be electronically captured, immediately after files has been transmitted via IM, which in turn saves time as no manual capturing needed, all that we need to do is to verify that the system info to the hard copies are correct, finger faults do happen and thus small mistakes might creep in. • Out consignments – with the everyday pressure of producing info sooner, the receiving time of electronic files to finalize a load out is of crucial essence, and time spent to manual capture is not an option, thus the file sent via IM is a safe solution as to bargaining on a hard copy. Once again these files are received in a format that eliminates most of the human intervention portion. • The biggest benefit is that info sent via IM, are sent by a system, and no human intervention needed, thus info are safe and secured, and not sent to the wrong company/person, as can happen when sending info via Email. Info is also sent as determined, and not relying on a person to remember to send off the information timeously. Thus saving time and costs.”