



How Locus helped PT Agro Boga Utama increase operational efficiency

KEY AREAS ADDRESSED

The cold chain business in Indonesia is a major supporter of various industrial sectors such as the food processing industry, the fishing industry, retail networks, the pharmaceutical industry, and the meat industry (Capricorn Indonesia Consult, 2019). Indonesia has a huge potential market for cold chain businesses. This is supported by a vast user and consumer industry sector, which shows a significant increase every year. The industrial sectors of users such as livestock, fisheries, and processed food are important keys to development in Indonesia.

18.20%

Reduced vehicle expenses

95%

Increased delivery SLA

100%

digitization of the POD process

Increased data accuracy

by learning location and capturing data from mobile apps



OVERVIEW

PT Agro Boga Utama is a distributor and manufacturing company that provides a variety of high-quality halal frozen products such as beef, chicken, seafood, and vegetables, just to name a few. With a commitment to outstanding customer service, exceptional product quality, and competitive prices, PT Agro Boga Utama serves 100+ cities with 19 hubs across Indonesia (Jakarta, Java, Bali, Sumatra, Sulawesi, and Kalimantan). In addition to that, the company also has 7,400 partners with 1,500 products.

To adapt to the ever-changing needs of customers, PT Agro Boga Utama incorporated Locus solutions to continuously innovate their services and delivery of products. The company was looking for an efficient and intelligent system to transform logistics operations in digitalization. With the help of Locus, PT Agro Boga Utama automated operation delivery planning, creating a trackable delivery system to support company-owned and managed fleets of refrigerated trucks so that the product integrity is maintained no matter the distance or time traveled.

Before Locus, the operation team struggled with planning, which was done manually, with no visibility on the movement of the trucks and the delivery status once the trucks left the warehouse. Manual planning takes and spends a lot of time on operations, which means picking the order from the warehouse is delayed.

Other than that, GPS tracking via dashboard and digitization on apps help to record the actual time and delivery status on a real-time basis.

CHALLENGES

Manual planning with static planning.

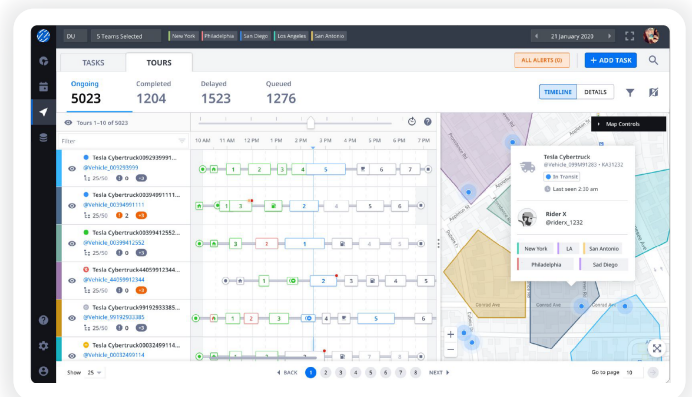
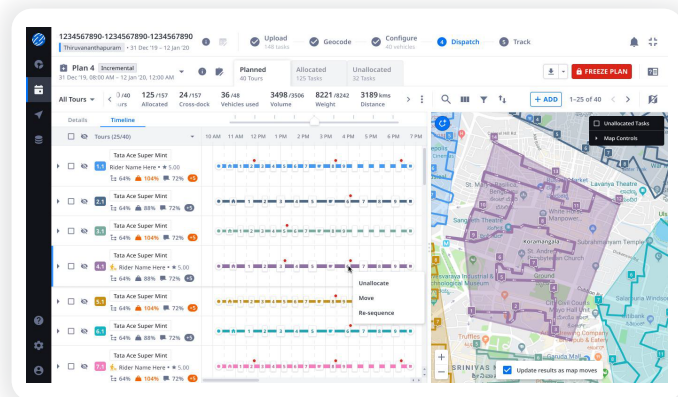
No visibility.

A clear underutilization of vehicles due to lack of insight on fleet allocation and high dependency on human intelligence to sort shipments.

Multiple on-ground constraints such as time slots for customers, traffic, and other road restrictions.



SOLUTION



Locus implemented [DispatchIQ](#) and [TrackIQ](#), enabling end-to-end automation of the company's distribution planning. Driven by a proprietary geocoding engine and Machine Learning algorithms, Locus solutions enabled efficient planning of delivery routes and effective scheduling of orders.

Locus acts as a complete Transport Management System, helping the company plan, execute, and streamline its entire supply chain, starting from managing the customers, drivers, locations, sellers & acting as a machine learning platform.

Optimized Route Planning

Locus' [proprietary geocoder-enabled systematic planning](#) of delivery routes is based on three different metrics - geography, time, and vehicle. It also provides a single screen view of the distribution plans and helps in defining crisp timelines for deliveries.

Dynamic Shipment Allocation

Locus ensures that shipments are automatically assigned to the most optimal delivery route and the rider best suited for it.

Machine Learning and Track and Trace

With proprietary learning algorithms, Locus learns from on-ground execution, which helps in refining all plans to be generated.

Tracking Deliveries on a Single Platform

Tackled client's pain point with a hawk-eye view of on-ground operations for real-time tracking. With Locus, it only takes 10-60 seconds to track a shipment or a truck location and its status, which is about 10-20 times faster than the original 'calling' method. Intelligent real-time alerts based on SLA breaches, battery levels, and customer interactions lead to proactive operation management.

Digitization via the app

Drivers use the [LOTR mobile app](#) to record the shipment statuses. Delivery status is updated on the app on a real-time basis, and ePOD ([electronic proof of delivery](#)), including photos, signature, and cancellation/partial delivery reason, is generated for better visibility.

BENEFITS



End-to-end process automation



Optimized route planning



Control tower setup for real-time visibility



Order status tracking and intelligent alerts



Analytics and insights

CUSTOMER QUOTE



"As a company growing every year, with 15 branches all over Indonesia and more on the way, we began using the transport system/software a few years ago to deliver more accurate, reliable and real-time data for our necessary analysis. This included a higher control and better monitoring of the units.

We use Locus for dynamic planning to support our delivery routes, as well as for tracking last-mile delivery. Locus capabilities can handle various business constraints. With its powerful routing solution, Locus helped us increase the delivery SLA to 95% and reduced the number of vehicles in use by 18% in one year. In addition to this, Locus' customer support team is responsive whenever the on -ground team faces issues"

We are eager to achieve the 'Efficient, Effective and Economic' (EEE) goal with Locus.

- Efficient unit usage leads us to unit optimization.
- Effective routing helps us save time.
- Economic routing helps us save costs.

Fajar Elektro
GM Supply Chain

CONCLUSION



Increased data accuracy by learning location and capturing data from mobile apps



Served as a single platform for end-to-end order status tracking

18.20%
Reduced vehicle expenses

95%
Increased delivery SLA

100%
digitization of the POD process

