

Driving operational excellence

Colruyt Group streamlines its retail supply chain execution using Control-M

With almost 30,000 employees and operations across Belgium, Luxembourg and France major European retailer Colruyt Group needed operational logistics to keep up with the company's fast rate of growth. The leadership team recognized that without optimizing the systems responsible for key business functions, and the batch services running on them, there would be no business.

FROM COMPLEXITY

As Colruyt Group continued to grow it encountered numerous challenges:

Delivering on its lowest price promise

In a traditionally low-margin sector, profitability relied on Colruyt finding new cost efficiencies and savings.

Serving more customers meant moving higher volumes

Growth meant transporting more goods to stores in time and good condition, especially fresh produce and perishables.

Work processes were highly complex

Introducing operational excellence would require work processes to be simplified across its hybrid IT infrastructure without incurring downtime.

‘The Control-M environment is like the heart of the human body. It delivers oxygen to all the vital organs.’

Frank Waegeman, IT Manager, Colruyt

TO COMPETITIVE ADVANTAGE

In line with their needs for continuity, the company was impressed with the stability of Control-M, and its ability to orchestrate complex application workflows.

95% truck fill rate

Weight and volume information flowing reliably between supplier trucks and the order picker enables truck fill rates to be optimized

Positioned for growth

Control-M makes it easy for customers to integrate a new technology into their existing batch environment

Fewer errors

Introducing Control-M enabled Colruyt to develop a voice-based order picking system, reducing mistakes and the costs of manual order picking errors.

Keeping its price promise

By reducing costs and errors Colruyt is able to provide the lowest price to more customers.

With Control-M in place Colruyt Group operations run very smoothly and quickly, enabling everything to be delivered just in time. Including its OKay and Spar brands Colruyt today has virtually one-third of the market share in Belgium.

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