



SCA TRANSFOREST

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Thomas Granberg,
System Owner, SCA Transforest

The Customer

SCA Transforest is part of SCA's Forest Products business area within the SCA Group, and the company was originally established in 1967 to meet the transportation needs of this multi-national forest industry group. SCA Transforest's terminals offer stevedoring, warehousing, forwarding, customs clearance, ships agency and other related services.

SCA Forest Products produces high quality publication papers for newspapers, magazines and catalogues, pulp, solid-wood products and forest based biofuels. Products are transported by SCA Transforest from mills in Sweden and onwards by truck, barge, or train to SCA Transforest terminals in Sweden, Finland, Germany, United Kingdom, The Netherlands, Portugal, and Ireland. With this highly developed European distribution network in place, SCA Transforest saw the potential to expand the business and solve transportation and logistics tasks for companies outside the SCA group as well.

The Challenge

However, winning more business posed certain IT challenges in order to successfully meet the requirements of various new customers. For many years, warehouse and distribution processes were managed from custom-designed, home-grown warehouse management systems specifically built to support forest products. These systems were not flexible enough to process different types of goods while taking individual customer requirements into concern. Each terminal system worked individually and offered no visibility across the organisation,

making it difficult for logistics managers to make well-informed decisions. Therefore it became clear to SCA Transforest that with their ambition to successfully attract new customers it was critical that they invested in a functionally rich best-of-breed warehouse management system.

After the decision to invest was made, the team at SCA Transforest began a thorough selection process to find the right WMS vendor. A dozen vendors across Europe received the RFP. Four were selected for a more detailed evaluation, and ultimately RedPrairie was selected.



“We selected the solution from RedPrairie because we identified that its vast range of functionality would give us the best long term cost efficiency, and more importantly it would give us the flexibility we needed to run an agile and modern logistics operation, now and in the future.”

Thomas Granberg,
System Owner, SCA Transforest

The Solution

It was decided to implement the solution at the largest and most complex terminals first and at the associated terminals afterwards. Together, SCA Transforest and RedPrairie developed a system template that would cover the complexity of each of the terminals; that could be applied for each implementation; and that would ensure that system could be rolled out to new sites in a quick and cost effective manner.

Of nine sites, the first to go live was SCA Transforest’s terminal in Umeå, Sweden with 75,000 m² warehouse capacity, which successfully went live on time in March 2007. Later the same year the terminal in Sundsvall, Sweden (70,000 m² warehouse) went live and in 2008 the remaining two main terminals went live in London, UK (50,000 m² warehouse) and Rotterdam, Netherlands (73,500 m² warehouse). Combined, these four main terminals manage around 6.7 million tons of goods annually.

During the roll-out to the first four sites several enhancements were made after each of the go-lives, making the following go-live smoother. Thomas Granberg explains: “Internally we all feared the Rotterdam implementation. It was our most complex site and everyone kept telling me that the problems would come when we implemented in Rotterdam. However because of the enhancements and experiences learned from the first three go-lives the Rotterdam implementation was in fact the smoothest of them all.”

Since the go-live in Rotterdam, SCA Transforest has continued the roll-out across Europe and has now gone live at sites in Skövde, Sweden (February 2009), Vasa Finland (March 2009), and Dublin, Ireland (April 2009). The eighth site is scheduled to go-live in Lisbon, Portugal in May 2009 and the ninth and final site in will be implemented in September 2009 in Lübeck, Germany. The fact that SCA Transforest has the ability to go live with four sites in just four months was very much due to the hard work put in to develop the system template at the beginning of the project.

The Results

Previously a warehouse planner allocated warehouse locations for all inbound goods. Locations were reserved and often empty for days before the goods arrived. Today, warehouse operators just scan the barcode of the received goods and the system instantly directs him to the specific stock location, or carrier if direct loading is possible.

“RedPrairie Warehouse Management has helped streamline our warehouse processes. The system also meant more efficient use of our warehouse space and we are now able to manage higher volumes. The direct loading of goods to the ships or trucks has been greatly improved. Another huge benefit has been that we now have a real-time system giving us visibility across our various terminals making planning much easier than before.”

Thomas Granberg,
System Owner, SCA Transforest

Successfully attracting new customers

In the transportation business it is critical that all transfers move quickly and smoothly while spending as little time standing still as possible. Freight and goods must be carefully coordinated and therefore it is important that operators, managers, partners, and customers all have access to the right information at the right time. SCA Transforest has successfully created this environment and has gained the agility to take on new customers with diverse products and logistics requirements.



“We are proud to say that more and more companies are now discovering the benefits of working with us. Customers choose us because they can easily integrate their systems with ours and gain maximum control. Our customers can now track their goods all the way from mill to end customer. We have achieved the goals we set”

Thomas Granberg,
System Owner, SCA Transforest

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