

Rolling with Success



Kimberly-Clark Drives Sustainability Through the Heart of its Supply Chain

Kimberly-Clark Corporation Fast Facts

Industry

Manufacturer of Family- and Personal-Care Products

Headquarters

Dallas, Texas

Description

Kimberly-Clark Corporation is a global manufacturer of well-known family- and personal-care brands such as Kleenex®, Scott®, Andrex®, Huggies®, Pull-Ups® and Kotex®. The company holds the number-one and number-two share positions globally in more than 80 countries.



Business Challenge

Kimberly-Clark Corporation needed to exploit opportunities to reduce transportation costs, minimize transportation requirements and eliminate third-party transportation software fees.

Business Solutions

- JDA® Transportation & Logistics Management Solutions
- JDA® Agile Business Process Platform, now part of JDA® Enterprise Architecture

Business Benefits

- Created more cost-effective routes, resulting in an estimated savings of £1 million a year
- Eliminated annual fees of £1 million to its software provider
- Increased carrier base while decreasing administration costs
- Estimated reduction of 380,000 miles and 540,000 kilograms of CO²

"Our existing transportation management system didn't offer us the functionality we wanted. It restricted our ability to do some more imaginative stuff, to operate strategically and to exploit opportunities to reduce costs. JDA was the most functionally rich solution available and enabled us to run the transportation model that precisely suited our business."

Peter Surtees,
European supply chain director,
Kimberly-Clark Corporation

This case study originally appeared in i2 Technologies' Supply Chain Leader magazine in 2009. JDA Software Group, Inc., acquired i2 Technologies, Inc., in January 2010. Kimberly-Clark, a legacy i2 customer, continues to work with JDA on its supply chain management initiatives.

Kimberly-Clark takes a serious stance on sustainability and environmental responsibility. As the manufacturer of well-known global household brands such as Kleenex®, Andrex®, Huggies® Cottonelle® and Pull-Ups®, the company is committed to sustainability in its truest sense and is now starting to reap the associated benefits. The company is both reducing its environmental impact and running a lean and efficient supply chain, which in turn brings real benefit to its biggest customers, retailers and ultimately to consumers. Along with other initiatives designed to improve its impact on the environment, Kimberly-Clark has implemented JDA transportation management solutions* in its European and North American operations to reduce its carbon dioxide (CO₂) output while also reducing costs.

Bath tissue, paper towels, diapers and facial tissues quickly fill up shopping bags on a trip to the supermarket. They may not weigh much, but they do take up space, and this creates a range of transportation challenges. Most of Kimberly-Clark's products have a large "cube size," but a relatively low price per unit. As a result, transportation costs comprise a significant proportion of the product costs.

"Transportation is 6 percent of our net sales value and quite a big number on the profit-and-loss sheet," said Peter Surtees, European supply chain director of Kimberly-Clark. "In addition to that, transportation inflation is inevitable as oil prices, green taxation, road taxation, European working time regulations and driver shortages all affect rates."

In an effort to minimize its transportation requirements, Kimberly-Clark maintains manufacturing plants across Western and Central Europe and strives to produce 70 percent of its products in the same country in which they are sold. Even so, the company is still responsible for organizing more than 100,000 freight movements per year. All of these movements take place by road, and with customers in every corner of Europe there are no primary routes.

Previously, Kimberly-Clark used a hosted transportation management system (TMS) to help it contract out its shipments to third-party haulers. Every time that it booked a truck movement using the software, it paid a fee to the software owner. While this solution met Kimberly-Clark's day-to-day



needs, it did not enable the company to implement more flexible contract allocation processes to minimize costs.

"Our existing TMS didn't offer us the functionality we wanted," said Surtees. "It restricted our ability to do some more imaginative stuff, to operate strategically and to exploit opportunities to reduce costs."

Kimberly-Clark uses SAP applications in many different areas of its business, but decided against deploying SAP's transportation management solution. It conducted a full review of the solutions available in the market and selected JDA's transportation management solution.

"At the time, SAP didn't offer the functionality that we needed and we weren't prepared to wait," said Surtees. "JDA was the most functionally rich solution available and enabled us to run the transportation model that precisely suited our business."

Savings of £2 Million...

Following a three-month design phase, the JDA transportation management solution was rolled out to cover all European operations within just one year. In a parallel project, the JDA solution was also deployed at Kimberly-Clark in North America.

"Compared to other software implementation projects that the company has undertaken, the JDA implementation was a relatively easy process," said Surtees.

Kimberly-Clark uses the JDA transportation management solution to operate a league table, which ranks available carriers according to the lowest cost per route.

The company has no long-term, fixed commitments with its suppliers, so carriers can increase or decrease their prices flexibly depending on different circumstances. For example, if a hauler has a partially empty truck that is already scheduled to travel

between two cities, it may want to offer very competitive rates to Kimberly-Clark to enable it to fill the remaining space and create a more cost-effective route. Equally, if a carrier knows that it has trucks due to return empty from regular deliveries to a specific location, it can offer lower rates to Kimberly-Clark to fill this capacity on the return trip.

The JDA transportation management solution keeps an up-to-date record of all prices offered by all carriers per route at any one time, and then as orders come in it automatically offers the contract to the lowest-priced carrier. If this carrier is unable to fulfill the job, the software automatically forwards the order to successive carriers until the best available price for the route is obtained. To enable this process, the JDA software is tightly integrated with Kimberly-Clark's SAP order management system and an external messaging system for communicating with carriers.

"More than 80 percent of our freight movements are handled by our first-, second- or third-choice carrier for price on every route, and this is a key performance indicator for our business," said Surtees.

The system has been extremely successful in enabling Kimberly-Clark to find the most cost-effective operators by route and consequently reduce its costs. The company estimates that it will save £1 million a year by allocating transportation contracts more cost efficiently, route by route. In addition, the company saves £1 million a year by not having to pay fees to its software provider for each truck movement scheduled.

...and Half a Million Kilograms of CO₂

Because of the flexibility and automation of the JDA solution, Kimberly-Clark has been able to increase its carrier base to 170 companies while decreasing its administration costs. It now does business with more small and niche operators, who are often more competitive on certain routes and more likely to have return legs to fill.

"The more carriers you have, the less empty running you have and it's a virtuous cycle," said Surtees. "When we reduce the number of miles travelled on the company's behalf, we directly contribute to a reduction in CO₂ emissions."

As a result, the JDA solution has enabled Kimberly-Clark to become greener. One gallon of diesel produces 12 kg of CO², according to figures provided by the company. [Editor's note: 1 kilogram equals 2.2 pounds]. Therefore, if its trucks travel an average of 8.5 miles per gallon, every mile that Kimberly-Clark takes off the road leads to a reduction in CO² of around 1.5 kg. The company estimates that its £1-million savings corresponds to a reduction in mileage of 380,000 miles and a reduction in CO² of as much as 540,000 kg.

Some organizations still see environmental responsibility as a cost. But Kimberly-Clark is among those companies successfully demonstrating that a focus on sustainable business practices goes hand-in-hand with cost reduction and efficiency. Through its use of advanced supply chain management tools, it has saved money, moved a step closer to being an indispensable partner to its retail customers and proven that it is indeed possible to be both efficient and environmentally responsible.

About JDA Software Group, Inc.

JDA® Software Group, Inc. (NASDAQ: JDAS), The Supply Chain Company®, is a leading global provider of innovative supply chain management, merchandising and pricing excellence solutions. JDA empowers more than 6,000 companies of all sizes to make optimal decisions that improve profitability and achieve real results in the discrete and process manufacturing, wholesale distribution, transportation, retail and services industries. With an integrated solutions offering that spans the entire supply chain from materials to the consumer, JDA leverages the powerful heritage and knowledge capital of acquired market leaders including i2 Technologies®, Manugistics®, E3®, Intactix® and Arthur®. JDA's multiple service options provide customers with flexible configurations, rapid time-to-value, lower total cost of ownership and 24/7 functional and technical support and expertise. To learn more, visit www.jda.com or e-mail info@jda.com.



**Kimberly-Clark is a legacy customer of i2 Technologies, Inc., which was acquired by JDA Software Group, Inc., in January 2010. Kimberly-Clark continues to work with JDA on its supply chain management initiatives.*

WEB
www.jda.com
EMAIL
info@jda.com

AMERICAS
US
+1 800 479 7382
Canada & Latin America
+1 480 308 3555

EUROPE
UK & Northern Europe
+44 (0) 1344 354500
France & Southern Europe
+33 (0)1 56 79 27 00

ASIA PACIFIC
Singapore
+65 6305 4350
Australia
+61 2 8912 7900
Japan
+81 3 6418 1100
China
+86 21 2327 9400

Bangalore
+91 80 4120 8506
Mumbai
+91 22 6770 3343

