



BECKMAN COULTER OPTIMIZES TRANSPORT AND TRANSPORT MANAGEMENT THANKS TO SHIPITSMARTER

CUSTOMER CASE



Beckman Coulter ships more than half a million consignments a year to customers throughout Europe, the Middle East, Africa and India. ShipitSmarter's Multimodal TMS cloud solution enables the manufacturer of IVD diagnostics and life sciences systems to select the most suitable transport solution for each shipment. As a result, Beckman Coulter can leverage the best rates and capabilities per service in a complex supply chain which includes managing reagents, cold-chain and dangerous goods, instruments, installation and spare parts. In addition to improving customer service, process control and visibility, ShipitSmarter is instrumental in achieving spend reduction and leveraging the purchasing power across the Danaher group.



Beckman Coulter IVD diagnostics solutions are used in laboratories and medical institutions all over the world. The company, which has been part of Danaher since 2011, has set up three different supply chains: one for the instruments themselves, one for spare parts and one for reagents. “In total, that amounts to more than half a million shipments per year. Without a good transport management system (TMS) it would be impossible for us to provide our customers with the level of visibility and service they expect,” says Valerie Le Blanc, Transport and Logistics Manager EMEA at Beckman Coulter. Beckman Coulter’s warehousing and distribution activities are outsourced to logistics service providers. Beckman Coulter was for a long time fully dependent on those partners. As a result, much of the transport-related optimization potential remained untapped and beyond the company’s reach. “Thanks to the visibility that the TMS system brings, we are now in a position to drive our relationships with our 3PL and transport partners more efficiently and focus on process improvements and standardization,” comments Valerie Le Blanc.

Low implementation risk

Beckman Coulter had actually started looking for a transport management system before the acquisition by Danaher but, when Danaher demonstrated its existing ShipitSmarter solution following the merger, Beckman Coulter opted for that too. “The key advantages of this TMS are the SaaS mode, the cloud technology, the access to pre-set carrier interfaces and the best practice processes that are easily adaptable to the company requirements. There’s no need to purchase licenses and hire in application managers to maintain the system. We only pay for what we use, so the implementation risk with ShipitSmarter was very low and we could be progressive,” explains Valerie Le Blanc.



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VALERIE LE BLANC, TRANSPORT AND LOGISTICS MANAGER EMEA AT BECKMAN COULTER

With the appropriate set-up, the ShipitSmarter system automatically selects the transport company for each shipment in line with the organization’s pre-defined processes which, in Beckman Coulter’s case, is far from straightforward. “We have some items that need to be shipped either at room temperature or refrigerated, and sometimes they’ll be classed as dangerous goods too. Some of our products are even delivered right into hospital laboratories, in which case we immediately take back all the transport and packaging materials. The chosen transport company must be able to perform the service required with the required lead time,” continues Le Blanc. To illustrate her point, she mentions the

reagents that are kept at the right temperature using passive packaging. “Those products have to reach their destination within 48 hours, maximum. ShipitSmarter can take that into account, managing carrier lead times at address level to guarantee cold-chain transit time compliance while picking the best-rated partner.”

ShipitSmarter even handles complex consignments flawlessly, such as the transportation of lightly radioactive material from the warehouse in Prague to customers in the USA. “FedEx doesn’t accept those kinds of consignments as airfreight, so we first send a consolidated shipment as airfreight to

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Chicago and they enter the FedEx network from there. Thanks to ShipitSmarter we can print the FedEx USA routing before those shipments leave Prague and group them into one global airfreight-compliant shipment with another forwarder.”

Track & trace app

Beckman Coulter also collaborates with ShipitSmarter on innovation. They are working on pilot projects for a tracking & tracing smartphone app to support spare part processes and reduce field service engineers' administrative time plus to increase shipment visibility. “The challenge – and the opportunity – lies in showing each service engineer only the pieces of information that are relevant for him, even if they come from various partners,” explains Valerie Le Blanc.

The transport and logistics manager values the good support from ShipitSmarter and the teamwork, both for Beckman Coulter and also within Danaher companies. Thanks to the people who understand how the operation works and what Beckman Coulter needs, the speed of implementation has been

accelerated. This good collaboration enabled an easier implementation process at 3PL sites. “At first, our 3PL and main partners were not in favor of using ShipitSmarter; they saw it as a threat to their current position of dominance in this activity. As we kept strong on the implementation and thanks to the uncompromising attitude of ShipitSmarter, we rolled out the tools at all our main DCs and warehouses. It is a game changer in the power relation with logistics providers and supports buyer control over operations,” says Valerie Le Blanc.

Less dependent, more in control

ShipitSmarter is an important tool and system for process control and optimization. “It brings the newest intelligent programming available, enables business rules and supports rapid process deployment/ redeployment to meet business and regulatory requirements. The big data generated can also be managed by AnalyseitSmarter, transforming data into valuable information,” comments Valerie Le Blanc. Beckman Coulter in Europe is also automating its freight invoice management and auditing,