



KåKå AB / Orkla Foods Ingredients | Case Study



Reliable shipments and on-time deliveries are the not-so-secret ingredients to KåKå's longstanding success. For nearly 100 years, KåKå Foods has been Sweden's leading supplier of bakery ingredients and accessories to bakeries, patisseries, and the bakery industry. Acquired by the Orkla Group in 1999, KåKå is now part of the Orkla Food Ingredients (OFI) Division and distributed across 23 countries.

CHALLENGES

OFI partnered with a Denmark based consulting firm to implement a WMS solution in KåKå Foods' distribution center. Their aim was to create a template solution that could be rolled out to all OFI's production and distribution facilities spread across 21 European countries.

Unfortunately, this original implementation was met with some early challenges because the selected third-party WMS solution could not provide the support, functionality, or agility needed for replication and full implementation.

OFI was effectively lost in the batter, until they approached Blue Horseshoe. And in a one-week testing period, Blue Horseshoe provided an in-depth analysis. This assessment pinpointed several areas for improvement in their supply chain that needed to be addressed through a new platform solution, including:

- > Optimizing customers deliveries and service.
- > Simplifying the distribution schedule and planning processes.
- > Improving supply chain security.
- > Providing more flexible distribution solutions for vendors and customers.
- > Integrating with their current transport route management system.
- > Automating recurrent routes, with the option to manually update routes.

SOLUTION

KåKå Foods accounts for approximately 10 percent of OFI's operating revenues. At Blue Horseshoe's recommendation, OFI selected Microsoft Dynamics 365 Finance & Supply Chain Management solution with some customized modifications.

To enable a seamless rollout of this standardized solution, Blue Horseshoe replaced KåKå's existing WMS with D365 Supply Chain Management within a speedy six-month time frame. Blue Horseshoe set the agile and flexible pace that was required for the project.

RESULTS

Blue Horseshoe built a solution that can be easily rolled out to other facilities across Europe while also implementing educational and training programs. This training and documentation allowed KåKå to independently implement with minimal assistance from Blue Horseshoe. This process enabled their IT team to independently roll out the solution we designed and developed. With guidance from Blue Horseshoe, KåKå has established an internal Global Solutions Team (GST) with warehousing expertise.

Other direct benefits include:

- > Significantly reduced time needed to perform daily route planning.
- > Greater visibility and traceability to inbound quality issues.
- > Expanded flexibility during the picking process.
- > Improved processes, automatic routes, manual adjustment routes, and order cut-offs.

“ THE BLUE HORSESHOE CONSULTANTS CONTRIBUTED WITH STRONG SUPPORT AND ADVICE THAT COMPLIED WITH OUR REQUIREMENTS BY UNDERSTANDING BOTH STRENGTHS AND WEAKNESSES WITHIN THE DYNAMICS 365 STANDARD CAPABILITIES AND NOT THE LEAST, THEY KNEW WHERE AND HOW TO OPTIMIZE THE SOLUTION IN OUR FAVOR. ”

- NICLAS STRAND, WAREHOUSE MANAGER, KÅKÅ FOODS

TEMPLATIZED IMPLEMENTATIONS

The Microsoft D365 implementation and standardized rollout provided KåKå Foods with a single platform for all facilities moving forward, enabling a more efficient data analytics strategy. OFI has now been able to roll out this solution to their Finnish and Dutch subsidiaries with minimal involvement from Blue Horseshoe. OFI is now in the process of doing this at their UK subsidiary.

This solution included:

- > Automatic routes building with manual management.
- > Pre-set recurrent routes.
- > Greater level of detail and organization within each customer run.
- > Routes can be modified if needed

Despite coming into this project after it had started, Blue Horseshoe has justifiably set KåKå Foods on the road to success. Today, KåKå Foods is better positioned to manage future disruptions in commerce with the Blue Horseshoe Retail/CPG Solution for Dynamics 365. Additionally, Blue Horseshoe has been named Orkla Food Ingredient's global supply chain partner.

