

@logistics Reply is the Reply group company which offers a complete range of advanced services and solutions in the field of Supply Chain Execution. The services and solutions range from the design and modelling of logistic processes to the planning of turnkey solutions as well as the introduction of the latest technologies in this field.

@logistics Reply has been a leading player in the European market for the last fifteen years, developing web-based warehouse management solutions for companies, large and small, and operating in the automotive, 3PL, grocery, fashion, retail, manufacturing and pharmaceutical industries.

@logistics Reply delivers solutions based on two product lines, Click Reply™ and SideUp Reply™, both are comprehensive products, built to meet the specific industry demands in warehouse management.

To date, more than 300 businesses and over 12.000 users are using and integrating @logistics Reply's solutions into their supply chain logistics to derive significant business value.



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**Click Reply
TM™**

The reduction in the stock managed by the clients, the need for supplying an always greater range of products to final consumers, the pressure imposed by mass retailers are all direct reasons that raise the need for companies to manage hundreds of small orders every day.

Firms spend billions of Euros every year, between 3 and 7% of their revenues, in transportation costs, which therefore also have a strong impact (of almost 60%) on total logistics costs.

A tool for costs management, planning, optimization, control and audit is a must for companies wishing to keep a close eye on distribution processes. It allows to reduce costs and to measure, structure and turn into competitive advantage all the analytics information as the incidence of transportation costs on a single product line, on the commercial channel and on drop-off locations/areas.

Click Reply TM™ is an effective management tool allowing the rationalisation and simplification of all the activities related to transportation planning and control.

Click Reply TM™ is aimed at companies that manage a fleet of vehicles or delegate forwarding to one or more external operators but maintain the management of planning and control functions within the company.



Click Reply TM™ enables users to create/consolidate the company's transportation database for managing in a structured way:

- Transport service providers and their price lists
- Fleet of vehicles (type and category)
- Geographical association of the Clients with the deposits and pick-up locations
- Logistical constraints at drop-off locations
- Logistical constraints at pick-up locations
- Logistical constraints related to vehicles' compatibility with the customer's materials, pick-up locations or with road network

Click Reply TM™ supports Manual Planning of transportation

- Capitalising the "transportation database", it assists the planner in the definition of the optimal trips, respecting the constraints given by clients and suppliers, checking the specific cost items (all in real-time)

The Shipping Optimisation module calculates the delivery programme, using a sophisticated algorithm (*), hence optimising the customer service level, minimising the overall shipping costs always considering the constraints managed by the shipping database.

The Shipping Balance module provides an exact calculation of total transport costs, checks invoices from service suppliers or activates the self-invoicing procedures.

The system is also able to integrate vehicle tracking (VT) and proof-of-delivery (POD) applications which, with the aid of general purpose or specific hardware, allow real-time shipping monitoring (i.e. for special transport and/or high value transport) and certification of the delivery.

(*) Click Reply TM™ – Shipping Optimisation module

The problem of “vehicle routing”, that is finding the optimal combination to service a number of customers with a fleet of vehicles, has been studied for several years by the scientific community in the operational research field. In the basic model the problem consists of delivering a certain quantity of goods, that are located at a central depot, to different customers located in different places who have placed orders for such goods. Implicit is the goal of minimizing the cost of distributing the goods by minimizing the distance covered by the vehicles, given the maximum capacity of each vehicle. The optimisation algorithm of the **Click Reply TM™** system, jointly developed with one of the primary Italian university institutions, calculates the optimal solution to the vehicle routing problem with advanced operational research techniques, used in mathematical programming, called “branch-and-price”. The algorithm implicitly generates all the possible admissible routes, considering all the possible ways of combining the different routes while respecting at the same time several operational and management constraints, as capacity constraints of the vehicles, the time slots of the visits to clients and depots, the maximum number of visits allowed for each user, the limited number of available vehicles, the drivers’ shifts and the possible incompatibilities between goods, vehicles, depots and destinations. The algorithm also allows planning of pick-up operations subsequent to drop-off operations, as well as adopting liner freighting delivery mode.

Journeys can be planned on one or more days, with more depots and several vehicles of a different type. The algorithm allows to optimize the total cost of the operations related to the distribution of goods, considering various possible ways of calculating tariffs, based on the quantity, volume, weight, number of pallets and distance of the destinations.

Click Reply GIS

Click Reply GIS is a powerful Geographical Information System developed jointly with Laser Navigation, a leading Italian company in the field of 2D and 3D mapping systems.

In its standard configuration, **Click Reply TM™** uses GIS’s functions to calculate and create graphs of the times and distances of planned or previous trips. The module’s specific functions can be easily extended, upon the client’s explicit request, to allow: real-time control of the vehicles’ position, also in relation to what has been planned, management of communication with the driver via radio or GPS, mileage, fuel consumption and route control, as well as real-time control of the vehicle sensors’ status and signalling of possible alerts.

Click Reply TM™ – a success story

“With the adoption of **Click Reply TM™** we have succeeded, in less than a year, to reorganize transportation planning and control processes.

We have achieved analytical allocation of transportation costs and we have reduced by approximately 3,5% transportation costs related to direct distribution of finished products”.

Alessandro Tonelli – Supply Chain Manager Europe – Hutamaki Spa