CASE STUDY

MAURI
Baking better together

—

Transforming Agriculture: How AgriChain revolutionised their supply Chain

About the Company & Group

MAURI is a Division of George Weston Foods (GWF). Today GWF is one of Australia and New Zealand's largest food manufacturers employing over 6,000 people across 58 sites. **GWF is a wholly owned subsidiary of Associated British Foods plc (ABF)**, a diversified international food, ingredients and retail group with operations across sugar, agriculture, retail, grocery and ingredients, employing over 100,000 people in 46 countries.

MAURI itself employs more than 800 people across Australia and New Zealand and is a leading supplier of bakery ingredient solutions across Australia and New Zealand, offering a comprehensive portfolio of high-quality bakers and specialised application flours, yeasts, grains, bread and cake premixes and improvers.

About the Company

MAURI

INDUSTRY
Bakery solutions

PRODUCTS
Flours, grains and meals, yeasts, bakery mixes, dough conditioners, and softeners

YEAR OF ESTABLISHMENT
2006

MANUFACTURING FACILITIES
12+ (Flour mills, three yeast fermentation plants, blending plant)

NUMBER OF PARTNER BAKERIES
1000+

EMPLOYEES
800+

OPERATIONS ACROSS
Australia & New Zealand

GWF

INDUSTRY
Food manufacturer

NO. OF EMPLOYEES
6000+

SITES
60+

OPERATIONS ACROSS
Australia & New Zealand

ABF

INDUSTRY
Food, ingredients, retail

NO. OF EMPLOYEES
100,000+

COUNTRIES OPERATED
46+

Operations challenges

- Inefficient delivery scheduling leading to site congestion and high wait times
- No oversite as to what was coming to site in the future
- Incorrect allocation of loads to wrong contracts
- Over delivery of contracts and orders
- Poor DIFOT metrics
- Limited traceability and manual declarations
- No data regarding freight provider and customer performance
- Manual delivery reconciliation with SAP

AgriChain solution

- **Time slot management:** Allows freight providers to book a slot of their choice
- **Truck status and ETA:** Provides status and ETA for each truck, with alerts if a truck is going to be late
- **Slot booking rules:** Ensures trucks don't over book or over deliver
- **Message broadcasting:** Communicates interruptions such as mill shutdowns to drivers
- **Quantity overview:** Provides total quantities of each grade being delivered during a day/week
- **Detailed reporting:** On each freight company's performance in terms of booking, cancellations, delays, etc.
- **Truck and driver information:** Complete details about the truck, driver, and contact number
- **Integration with SAP:** Keeps all systems in sync in real-time regarding deliveries

Impact

- **Efficient utilisation of mill resources:** Delivered in full on time (DIFOT) increased to 97% from 74%
- **Decrease in delays:** Demurrage costs decreased by 34%
- **Time saved:** Significant reduction in hours spent reconciling delivery reports with SAP contracts/orders

Here's what our client has to say

"*After integrating AgriChain, our delivery scheduling became seamless, and the efficiency of our mill operations improved dramatically. The real-time updates and comprehensive reporting have been invaluable.*"

– **Adam Blount**
Logistics consultant & implementation manager at Mauri

SIGN UP FOR FREE TRIAL   EMAIL US   WEBSITE

AGRICHAIN