

Linfox



About the company.

Linfox provides third-party logistics services to the world's largest miner, delivers more than 4.5 billion liters of fuel—and over 15 million pallets of goods—to retailers each year, and serves nine of the Asia-Pacific region's top ten fast-moving consumer goods (FMCG) producers.

From its headquarters in Melbourne, Australia, the company offers a range of warehouse management, transport, freight forwarding, information management, and supply chain solutions to FMCG, retail, industrial, and Australian Line haul customers in the Asia-Pacific region.

The Linfox Supply Chain Solutions Group is a leader in supply chain modeling, which is typically used to identify potential cost and time savings in line with customer service goals. Following introduction of the Linfox Greenhouse Emission Strategy, Linfox and Infor have worked together to expand the functions of Infor SCM Network Design to incorporate sustainability criteria and carbon emissions measurements.

Linfox is now ready to help move its customers toward a greener supply chain network.

“ The new version of Infor SCM Network Design will help Linfox ... reduce energy use by 3%, but the real impact will come from emission reductions within our customers' supply chain networks. ”

MATT GIBSON
SUPPLY CHAIN MODELING LEADER, LINFOX



Setting the strategy.

The logistics industry is highly competitive and cost-driven—and adheres to a large number of compliance and regulatory mandates—but that’s not what drove the need for a systems change. Instead, it was Linfox Chairman Peter Fox’s introduction of the Linfox Greenhouse Emission Strategy. Under this strategy, Linfox targets a 15% reduction in greenhouse gas emissions over a three-year period, acknowledging that transport is a significant contributor to man-made emissions.

“Linfox needed a way to model different environmental scenarios,” says Matt Gibson, supply chain modeling leader, Linfox, “and to quantify a carbon footprint for a network, both for our own operations and our customers’ businesses.”

Gibson’s team had several goals: quantifying the impact of an emissions reduction program; determining the cost of carbon output and offsetting it against other costs; modeling future taxation or capping programs; and providing graphical output of outcomes to compare scenarios.

Getting business specific.

“We saw an opportunity to expand the already sophisticated modeling functionality in Infor SCM Network Design to incorporate carbon emissions scenarios,” explains Gibson. “It made no sense to look elsewhere, especially once we realized Infor customers in Europe were driving for this same enhancement.”

Linfox joined the beta testing program and collaborated in the development of the new functions.

According to Gibson, carbon emissions data can be extracted from the earlier version of Network Design, but the new version’s ability to model and compare a range of scenarios across all or part of the network sets it apart.

Given that sustainability is an evolving and increasingly important business function, key factors in Linfox’s choice of Network Design were Infor’s commitment to ongoing research and development, as well as its ability to provide long-term support.

facts at a glance:

> company	Linfox
> solution	Infor SCM
> product	Network Design
> platform	Microsoft® Windows®
> database	N/A
> industry	Logistics
> revenue	AUD2 billion
> employees	13,000
> country	Australia

Seeing results.

While participating in the beta testing program, Linfox found it could get Network Design up and running very fast, with no IT support required.

Under the program, Infor installed the solution; then a member of Gibson’s team ran a specific customer scenario, testing all the outputs and reporting glitches so the new version could be finalized. Next, Infor’s US-based global product manager flew in to work with Gibson and his team on requirements. Development took six months, after which the product manager came back to Melbourne to install the new functions and train the Linfox team. The solution was delivered in time for the introduction of Australia’s new greenhouse emissions reporting requirements.

Once the upgrade was in place, Linfox’s Supply Chain Solutions Group used Network Design to model one of its industrial customer’s networks, create a baseline for its carbon emissions, and look at different emission reduction scenarios. This gave Linfox a template for future customer projects through an understanding of:

- Benefits of emission reduction
- Modification of supply chain networks
- Impacts of different kinds of modifications
- Associated costs

“The beauty of this solution is that each new model for customers or prospects builds upon the existing knowledge base within the product and within Linfox, meaning each new project takes less and less time,” says Gibson.

“The new version of Infor SCM Network Design will help Linfox optimize our own internal operations and target an energy reduction of 3%, but the real impact will come from emission reductions within our customers’ supply chain networks.”

In other words, by redesigning its customers’ supply chain networks with the help of Network Design, Linfox has the ability to make a real contribution to the environment. According to Gibson, Network Design also has the potential to benefit:

Linfox customers

- Businesses can design their supply chain to fit corporate mandates for environmental impact, cost control, and customer service standards.
- Supply chain emission reduction of up to 10%—depending upon industry—is possible with little impact on supply chain costs.
- Emission reduction of greater than 10% comes at a cost; however, customers can weigh the benefits against corporate strategy.
- Supply chains can be easily redesigned in line with any new government regulations.
- Modeling outputs make it easier to communicate the impact of a range of emission reduction strategies to key stakeholders.

Linfox

- With this technology, Linfox gains a great advantage in emissions modeling over its competitors, becoming the industry leader.
- As a core component of the Linfox Greenhouse Emission Strategy, Network Design will help make it possible to achieve the targets.
- Users quickly learned Network Design’s new functions, as they are an extension of the existing solution.

“The beauty of this solution is that each new model for customers or prospects builds upon the existing knowledge base within the product and within Linfox, meaning each new project takes less and less time.”

MATT GIBSON
SUPPLY CHAIN MODELING LEADER, LINFOX

Doing business better.

By taking the lead in facilitating carbon reduction in Australia, Linfox has a great advantage over many of its competitors—and the potential to facilitate a significant reduction in emissions within its own sphere of influence.

“The reason we are in this position in such a short space of time comes down to the relationship between Linfox and Infor, and the opportunity we had to participate in the development process. Infor was very responsive to our ideas and worked quickly to deliver the product,” notes Gibson.

“We’re ready to make a difference with one of the most sophisticated carbon modeling tools in the world. Now it’s up to our customers.”

About Infor.

Infor acquires and develops functionally rich software backed by thousands of domain experts and then makes it better through continuous innovation, faster implementation options, global enablement, and flexible buying options. In a few short years, Infor has become the third largest provider of business software. For additional information, visit www.infor.com.

Customer Profile

Infor Corporate Headquarters
13560 Morris Road
Suite 4100
Alpharetta, Georgia 30004
USA
Direct: +1 (800) 260 2640

Contact your local
Infor office regarding
availability of products
in your region.

