



# Locanis wins Innovation Award With Warehouse Management Solution for Coca Cola

by Alison Weiss, April 2008

Innovation—it's at the heart of successful companies. The Oracle Partner Network (OPN) Innovation Awards for Europe, the Middle East and Africa (EMEA) are awarded twice a year and celebrate partners that use Oracle technology and products in novel ways to create value for customers and gain new business.

One such area of innovation is around supply chain management. Increasingly, companies are looking at their supply chain as a strategic advantage. Germany-based [Locanis AG](#) was a winner in the competition, lauded for its cutting-edge G-TRACK warehouse management solution. Business leaders are learning that to stay competitive, they need to make supply chain cost improvements by redesigning supply chains and implementing new technology to eliminate waste and increase efficiency. Locanis' G-TRACK is uniquely targeted to address these supply chain management requirements.

Locanis' G-TRACK warehouse management solution utilizes [Oracle Database 10g Standard Edition](#) or Oracle Database 10g Enterprise Edition and Oracle SQL Developer to optimize warehouse processes. The G-TRACK solution is a boon for users in warehouse environments because it uses both hardware and software components to determine the exact position of transport vehicles such as forklifts, as well as the location of individual goods. It is a key element in supply chain management because it provides valuable process automation, accurate batch tracking, and reduces load errors by up to 98 percent. In particular there is no need for complex identification technology like RFID and, with its 3D-visualisation tools, G-TRACK offers full transparency of warehouse stock, area and vehicle movements to the company's management, control staff and warehouse people.

According to Locanis Chief Technology Officer Arne-Steffen Dehler, G-Track components are based on JAVA client/server applications connected to Oracle Database in a stand-alone or cluster architecture. Client applications used on forklifts are interconnected to the servers via WLAN infrastructure. Reporting and Alerting is done via connections to a customer's standard message server. Hardware components are sensors and a self-manufactured control unit that provides positioning data and statistical raw data to the server and back office components. In addition, each forklift is equipped with a touch screen terminal outfitted with an interactive user interface.

One of the company's largest clients is Coca Cola Company, which is using G-Track in five production sites in Germany. Locanis spent 18 months implementing G-TRACK at the first location, while rollout took only five months for each additional locale. Since implementing G-TRACK, the firm, which moves 6,000 pallets daily, has reduced its number of forklifts by 24 percent. The company has also experienced an 80 percent reduction in out-of-date goods, and has reported saving over € 300.000 annually due to preventing theft and pilferage. Projects that are less complicated can be rolled out in only one month for each customer site after five months for the initial site.

This solution won the attention of the EMEA Innovation Board, made up of 12 Oracle senior managers across all Oracle EMEA countries and lines of business, which evaluates awards submissions from Oracle partners. According to Paolo Cinieri, Oracle EMEA Innovation Development and Deployment Manager, the latest group of award winners—announced in November 2007—is bringing truly transformative technology to the marketplace. Their success stories serve to illustrate how to use technology to tap into new markets and serve new customers.

“In November, the Board evaluated 56 submissions from 15 different countries,” Cinieri says. “Since the beginning of the awards, we have received about 400 submissions from 39 different countries. Entries are scrutinized for their innovative use of Oracle technology and whether solutions can be replicated with other customers and in other countries. The solutions must be proven and actual customers must be using them.”

Vasu Briquez, Chair of the Oracle Innovation Board in EMEA, says, "We will continue to recognize and support innovation with this award and we actively encourage our partner community to widen the boundaries of innovation."

Locanis is pleased with the demand for G-Track to date. Dehler says, “At the moment we have ten sites in Germany and one in Austria equipped with G-TRACK. We started with the international sales process in 2007 and have strong sales contacts in the UK, Benelux, Italy, Poland and Scandinavia. We will be working with a large wood processing industry customer in the UK in 2008. Prospective customers are impressed by the unusually short payback time of less than 18 months in most business cases.”

Dehler reports that future improvements are in the works. He says, “We are planning to connect to the warehouse management and intelligence part of the Oracle E-Business Suite because of our international activities and the benefits our customers will gain with this solution package.”