



## SUCCESS STORY

# Control Tower for Visibility in Wholesale Logistics

How METRO LOGISTICS is enhancing service levels and boosting customer satisfaction

METRO LOGISTICS Germany GmbH has handled the in-house logistics of its parent company, wholesale giant METRO AG, since 1995. The company expanded its horizons in late 2020 to operate as a standalone logistics company that is now growing by leaps and bounds. Some 2,000 employees work hard to ensure the smooth flow of goods both within the METRO group of companies and, increasingly, beyond. The backbone of their logistics is a dense distribution network at key hubs in Germany consisting of nine multi-user logistics centers with more than 500,000 square meters of warehouse space and a fleet of around 100 company-owned trucks.

### Challenge

Besides its contract logistics services, METRO LOGISTICS also serves a wide variety of industries moving goods as a 4PL service provider. Delivering on these promises means optimizing the flow of information among all the parties involved. But METRO LOGISTICS found itself running into visibility barriers as it navigated the unnecessarily fractured data-sharing environment among the various parties. The options for monitoring and managing transports were limited, and proactive incident management was nowhere to be found.

*“The modular nature of the solution means we can continually scale our transport management and optimize our network to meet the evolving needs of our customers.”*

**Andreas Flöter,**  
Director of Inbound Logistics &  
Procurement, METRO LOGISTICS  
Germany GmbH

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The solution it envisioned was a collaborative transport management platform giving all parties shared access to centralized data with options to identify potential savings through network analytics, integrate new suppliers, consolidate transports, and issue invoices verified against the relevant data.

### **Solution**

METRO LOGISTICS decided to collaborate with Siemens Digital Logistics, a partner capable of delivering the vision of a fully integrated, cloud-based logistics platform. A customized control tower solution gives METRO LOGISTICS all the tools it needs to manage large volumes of goods. This includes the capability to easily track the status and monitor the location of shipments from various carriers and intervene proactively if something doesn't go quite as planned. The solution serves as a central hub for all the shipments and order-related documents without any need to log in to the various carrier tracking systems. Siemens Digital Logistics even integrated a warehouse management system to automatically import shipments from a specific supplier and calculate the carrier's transport runtimes as part of distribution logistics. Once the solution has been implemented, it will be used as a blueprint for the rollout to other warehouses.

### **Success**

METRO LOGISTICS is one step ahead of the competition when it comes to managing data, especially because this solution gives all parties involved—customers, suppliers, transport partners, retailers—the same view of the data. The bespoke solution from Siemens Digital Logistics delivers a high degree of visibility while simplifying workflows and optimizing processes. The consolidation of data yields a superior service experience, and that translates into happier customers. The project kicked off in June 2021, followed by the concept phase. The solution went live in March 2022 and has been iteratively improved since then. It is arousing intense interest among METRO LOGISTICS customers, leading to specific requests for integration and a need for expanded feature sets. And the future looks bright, with plans to gradually roll out the control tower solution to all industry partners, transport service providers, and customers.

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