



Ramco Cements has manufacturing plants at various locations. The finished goods are transported to warehouses and distributor location using 1200 trucks

The senior managers were facing problem in getting visibility to their logistics operations and assessing the performance of their Logistics partners

RAMCO CEMENTS CHOOSE TRACER TO CONTROL LOGISTICS AND DISTRIBUTION COST

Ramco Cements is the flagship company of the Ramco Group in India. The company is one of the six largest cement operators in India, manufacturing ordinary portland cement and portland pozzolana cement. The company manufactures cement from its five plants with a combined capacity of 12 million tonnes per Annum. It uses about 1200 trucks to move cement from its various factory locations to its warehouses & distributor location.

Challenges

1. Cement being high volume and low value commodity its timely distribution and cost of distribution is the key to profitability and tackling competition. Given the extreme difficult situation they needed a system to give them real time alerts when bottleneck emerged. Senior Managers at the plant faced the daily frustration of making timely deliveries.
2. Achieving real time visibility of the logistics is a business necessity .
3. There is no scientific method to assess the performance of its Logistics partners

Solution

Ramco Cements choose **Tracer - Real Time Vehicle tracking system** to be installed in all its cements carrying trucks from its RR Nagar, Alathiyur & Ariyalur Plants. The advance features of the system offered them clear real time visibility to the movement of cement from its factory to the warehouse and distributor locations. Tracer System also offered them critical parameters like

- a. Excessive idling
- b. Unauthorised Stoppage
- c. Prolonged Stoppage
- d. Deviation from the set routes
- e. Harsh Acceleration / Harsh Braking Data



Ramco Cements Choose TRACER - Real Time Vehicle Tracking system with their advanced features to streamline their Logistics Operations

Tracer Helps Ramco in dispatch planning, allocation of volume to transporter and inbound receipt planning at their various Warehouses.

- f. Real time reports on
 - No of Trucks approaching the factory
 - No of Trucks available in the factory
 - No of Trucks moving towards the destinations
- g. Real time reports on the performance of the Logistics vendors in terms of
 - No of trips undertaken by the Logistics Vendors
 - Vendor wise truck performance reports

Implementation

Each truck is fitted with Tracer - Real time Vehicle Tracking devices. The data is the processed and pushed to Ramco server at specific intervals through Tracer - Connect XML tool

Results:

Implementation of the Tracer - Real time vehicle Tracking System gave the customer huge amount of location based data, Performance based data. This helped Ramco cements in controlling Logistics operations of Outbound dispatches of Cement factories and inbound planning of warehouses and efficiency monitoring of transport service providers against fixed criteria.



Lateral emSoft Pvt Ltd (LEMS) is an ISO 9001:2008 Electronics engineering Company specialised in Real time embedded systems. LEMS design manufacture products and solution under its brand TRACER. LEMS offer Wide range of Telematic, RFID & Custom solutions in the Indian and Middle East Markets since 2004.

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