

# SERKAN KABALI

- Regional Value Creation Manager – LLP Europe

**Lead Logistics Partner (LLP)**



# AUTO-MOBILITY GROWTH IN TURKEY

## Lead Logistics Partner (LLP)



Name: **Serkan Kabali**

Role: Regional Value Creation Manager – LLP Europe, Istanbul based

- 9 Years in Supply Chain Management & Logistics
- 3,5 years in DHL LLP
- BSC from Bilkent University
- Currently managing Value Creation for different customers and sectors (automotive, consumer, FMCG)

Strategic Responsibilities:

- Network Design & Route Optimization Studies
- LLP Solution Design
- Continuous Improvement - European automotive Cross-dock Operations
- Experience in change management & major implementations
- Procurement experience in Automotive Cross-dock operations in Europe

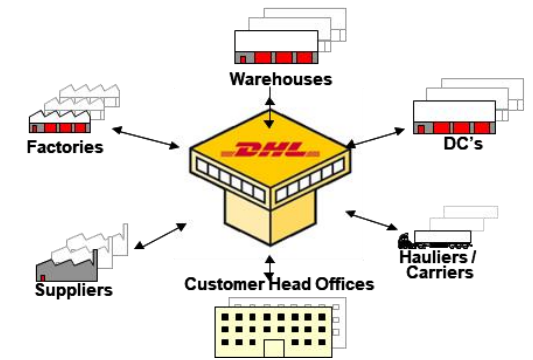


## LLP for Inbound to Manufacturing (1/2)

In an ever competitive automotive market, the company faces the challenge of enhancing the **efficiency and quality of its key business processes**. The supply chain challenge was not only to improve efficiency and quality but also facilitate the **specific requirements of lean manufacturing** that were a cornerstone to the success of the entire enterprise.

Its successful partnership with DHL has evolved over the years into the development of a **Lead Logistics Partner (LLP) solution** with DHL as the **company's single LLP** for Europe.

### 4 PL Control Tower



#### Customer Overview



- A global automotive company manufactures and **distributes automobiles across six continents**. With more than **166,000 employees** and **71 plants worldwide**, the company produces some of the world's best known brands

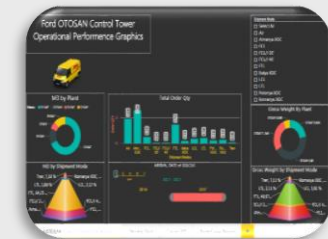
#### Challenge



The company managed logistics locally before moving to three regional LLPs. However, it continued to see a need to **optimize its inbound logistics** operation and develop a **more integrated supply chain management approach** across Europe. The main priority was to **support lean manufacturing** while seeking cost savings and protecting plant production schedules.

#### Main challenges ;

- **Ensure timely production** to meet challenges of a highly competitive market
- Support **lean manufacturing** methodology
- Seek **cost savings**
- Diminish **environmental footprint**



# LLP for Inbound to Manufacturing (2/2)



## Solution

- **Design and implement** a single optimized fully engineered inbound network
- **Deploy DHL staff at all European manufacturing locations** to work in partnership
- Deliver a joint and fully integrated supply chain team to **manage logistics across all European operations**
- Support lean manufacturing and **constant review of the supply chain to achieve cost optimization** of material flows and full cost visibility



## Results

- The Lead Logistics Partner solution enhanced the supply chain while being environmentally sustainable. **The reduction of CO2 emissions** through network optimization has been significant.
- Also, the **continual development of lean logistics principles**, combined with an exclusive tailor made engineered transport network and “Just in Time” deliveries has delivered significant inventory and freight cost reductions.
- Additionally, **vehicle utilization improved by over 15%**, while **emergency freight was reduced**.
- All this occurred while the company experienced an on-time arrival performance of **95% within 30 minutes of the engineered time window**.

## LLP Business Model

Focused on service delivery & driving efficiencies through standardisation, collaboration and digital automation



## Customer Value

- ↓ Inventory and Freight cost reductions
- ↑ On-time arrival performance of 95 %
- ↑ Vehicle utilization 99 %

# I2M Turkey LLP Solutions



## Key Facts

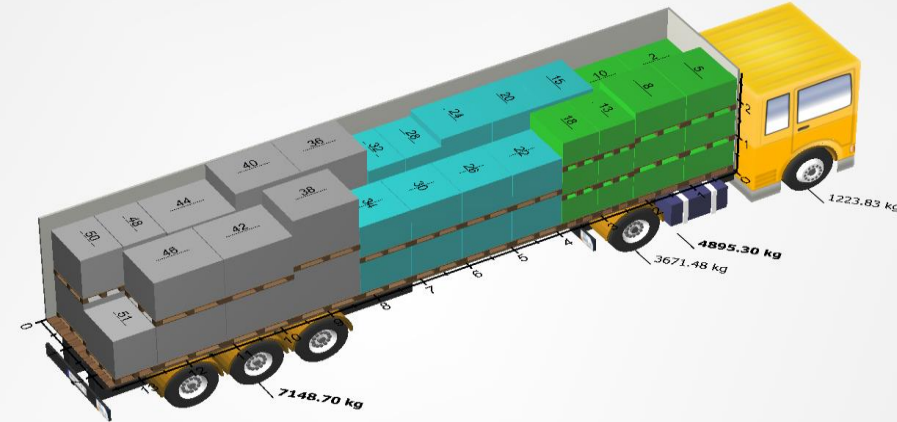
- **2 plants** are in LLP's scope where ~400K vehicles are produced annually.
- **+500 suppliers** are managed by Control Tower teams.
- Dedicated **14FTE managing 3 EDC** (Export Distr. Center) in Europe and direct purchasing material flow organization from Europe + Overseas.
- **4 Cross Dock Warehouses** (DE,IT,PL & RO Consolidation Centers) in Europe
- ~ 20M Kg. annually ~ 4M kg. via Cross Dock setup



## Solutions & Services

- Major benefit of the Lead Logistics Partner solution is **optimizing the supply chain network by consolidation** of direct purchasing inbound materials which results less and more utilized # of trucks.
- Single Point of Contact for all logistics related issues.
- **Analyzing criticality of 76K parts** annually with a dedicated team, will make analysis, taking all necessary and urgent actions & followup to keep production lines running with a minimum possible cost
- **Spot shipment organization** and execution, track & trace.
- Flexible and proactive operation management **in peak, shutdown, christmas seasons** etc., where it gives a path to decrease of cost of premium freights and other operational costs.
- **Supplier, phase in-out**, project initiative management

## LLP I2M Control Tower



## Customer Value



Inventory and Freight cost reductions



On-time delivery performance of **98 %**



Digital KPI management with a high visibility



Value added services



Vendor management systems

