



CACI



**How Muller Milk and
Ingredients Distribution
(MMID) maps supplies
& translates findings
visually through CACI's
GIS Software**



Background

Mullen Milk and Ingredients Distribution (MMID) is a milk business collecting over a billion litres of raw milk annually, distributing it to supermarkets, convenience stores and wholesaler customers across the UK. MMID has approximately 6,000 delivery points throughout the country and runs a mixed fleet of heavy goods vehicles, ranging from 26-tonne rigid lorries to 44-tonne artics. MMID also owns six dairies and 10 distribution depots along the west side of the country.





Challenge

MMID is a large and complex business forming several types of delivery points of varying volumes. Due to the thousands of delivery points and farms that the business collects raw milk from, gaining a comprehensive and translatable view of customers has been a complicated task. A lack of granularity into the visualisation of farms and depots had prevented MMID from innately analysing customer trends and ultimately supplying senior management with a digestible lay of the land that could enhance their decision-making and strategies.



Solution

MMID uses CACI's market leading GIS platform and unique data solutions to create a map of the UK that highlights where depots, shops and supplies are located. The tool equips MMID with valuable visual insight that far exceeds the capabilities of a data spreadsheet in terms of highlighting customer patterns and trends that can be presented to senior stakeholders concisely. Key findings can be translated via a map when meeting with senior stakeholders and the map can be drawn on directly to illustrate any areas or circumstances that need to be addressed.

The latest release of our GIS tool includes plenty of new features such as an upgraded heat map that better displays the volumes of milk at each depot through a range of coloured hotspots. It also showcases multiple key metrics simultaneously by creating coloured symbols of varying sizes, colours and shapes. These features help reveal trends in the data that were not initially clear. Other new features include additional innovative web map styles with satellite imagery to help MMID identify the exact location of farms, and a variety of map backdrops that help present data in a cleaner way. The maps are also global, enabling MMID to present data in other countries and not be limited to Great Britain. Finally, the built-in drive time functionality allows MMID to clearly show which farms can be accessed by each dairy, bolstering the planning and management of their network strategy.

Anthony Helm, Central Transport Planner at MMID, explained the impact that having this detailed visual representation of these countrywide locations has had on their business operations.



CACI's GIS tool is business critical as a visual description of the network, he explained.



We recognise CACI as one of the major players in this sector and the tool as a leading solution. Our work with CACI has spanned over a decade and their ongoing support and consultancy along with the tool itself have made tremendous differences to our location planning processes and outcomes.



While MMID was equipped with their own data prior to working with CACI and had an ERP system containing all of their delivery data, they needed a tool that would enable them to interpret, define and extrapolate meaning from its complexities in a way that only CACI's GIS tool was capable of. According to Anthony, the visual nature of CACI's tool and being able to view findings as a picture rather than just words or data is what made a profound difference for the business.

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Senior stakeholders want to see something visual that tells a story and that's where CACI's GIS tool really comes into its own, he explained.

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Benefits

In terms of farm collection, CACI's GIS tool has supported MMID by effectively refreshing and reviewing the boundaries between various operations. This insight enhances their planning for reducing overall costs and fuel consumption of their fleet, both of which are critical agenda points for the business to tackle when considering their carbon capture.

On the delivery side, CACI's GIS tool has aided MMID in strategically moving their customers to the appropriate delivery profile based on their geographic locations. This has bolstered the entire process of onboarding new customers.



What's next?

Going forward, MMID is keen to explore additional optimisation products that would enhance their transport planning software, which is where CACI will continue to be one of the trusted providers.

With the climate agenda remaining a high priority for the business, reducing the miles travelled by their fleet and the amount of fuel used will continue to be key points that MMID will address. The business will also focus on optimising their cost savings strategy and assess where they should be heading strategically, which is what CACI's GIS tool has proven to be particularly useful for. They also anticipate continuing to leverage CACI's tool for ongoing support regarding the business' directional strategy when presenting findings to the board.



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