

## CASE STUDY

MOTOROLA WIRELESS NETWORKS AND MOBILE COMPUTERS HELP WOODLOG AG CARVE A MARKET LEADING POSITION



# MOTOROLA WIRELESS NETWORKS AND MOBILE COMPUTERS HELP WOODLOG AG CARVE A MARKET LEADING POSITION IN THE SWISS TIMBER TRADE



## WOODLOG AG

Woodlog AG is a logistics company specialising in the storage and transport of sawn timber (wooden boards and panelling). The company is one of ten businesses in Switzerland in the timber trade, production and import sector, founded from the Sperrag AG family business based in Pratteln. With thirty employees, Woodlog achieved a turnover of CHF 4.5 Million in 2009.

## THE SELECTION PROCESS

The project team leader had previously worked well with Rodata AG and Motorola products and, after an on-site hardware presentation and a manufacturer-independent market overview, Motorola was chosen. During the test phase end-users had the opportunity to trial the MC9090; their feedback was consistently positive, finding the mobile computer to be robust, comfortable, easy to use and suited to their warehouse environment.

### CUSTOMER PROFILE

#### Company

- Woodlog AG
- Switzerland, Head Office in Pratteln (total 10 locations, 3 warehouses with system in place)

#### Industry

- Timber – logistics, production and import

#### Motorola Products

- RFS6000 – 3 units
- AP300 – 20 units
- MC9090-G Lorax (with accessories and maintenance contract) – 8 units

#### Other Products

- Toshiba printers
- Woodlog specific ERP warehouse software

#### Partner

Rodata AG



## CASE STUDY

MOTOROLA WIRELESS NETWORKS AND MOBILE COMPUTERS HELP WOODLOG AG CARVE A MARKET LEADING POSITION

**“Our business goal was to become the leading logistics company for wooden boards and panelling in Switzerland. To achieve this vision, we worked closely with Rodata AG to find solutions to improve our productivity, service levels and efficiency. Following an intensive evaluation phase we chose Motorola’s high quality mobile computers to be integrated into the wireless network.”**

Oliver Lindenberger,  
Project leader, Woodlog AG

## AN INNOVATIVE PROJECT

Woodlog is the first company in the timber trade industry in Switzerland to automate its supply chain and use bar codes to track and trace materials and goods. As it had used paper systems previously, Rodata AG and the software house had to work closely on site with Woodlog to fully understand its warehouse processes before proposing a solution. At warehouse level, large barcodes need to be printed on special labels and stuck to the timber so the devices can scan and track goods. Once deployed, warehouse staff also received full training in the technology.

## THE RESULT

### A competitive advantage

Automating processes at three of their ten warehouses has already given Woodlog AG and its partners a competitive advantage in the market place. The company has complete visibility over its supply chain from the logging of raw materials for production, to storage of sawn timber and onward shipment. Customers also value the real-time view of the status of their orders, which in turn reduces calls to Woodlog AG to check the whereabouts of deliveries. To build on this success, it is expected that the project will be rolled out to the seven remaining warehouses in the future. Moreover, further automisation, to include technology such as lorry GPS route planning, will follow at a later date.

### Rodata AG

In the past few years Rodata AG has become the leading systems integrator of Auto-ID solutions in Switzerland. Thanks to the long term partnerships with leading manufacturers, as well as the synergies with its sister companies in Germany and Austria, Rodata AG has a great deal of expertise and the resources to deliver the best service to its customers. Rodata AG has two offices in Switzerland, in Dübendorf and Lausanne, and so has experienced advisers and technicians in both German and French speaking Switzerland.

The Rodata Group currently has fifty employees and achieved a turnover of 15 Million Euro in 2009.

### Application(s)

- The logistics platform supports **distribution to the Swiss market**
- It manages **incoming goods, picking and shipping**
- A portal enables customers to **check delivery status in real-time**

### Benefits

- **Increased productivity:** high quality real time data capture reduces lead times
- **Professional and responsive supply chain:** delivers enhanced customer service
- **Improved efficiency:** reduced supply chain costs and capital commitment through optimal logistics planning
- **Reduction in errors:** an increased quality of service with fewer or no errors
- **Optimal transparency:** the online supplier and customer portal allows absolute and real time transparency across the supply chain



For more information on how Motorola Solutions can help you enhance the productivity, efficiency and performance of your logistics and distribution operations, please visit us on the web at [www.motorolasolutions.com](http://www.motorolasolutions.com) or access our global contact directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. ©2011 Motorola Solutions Inc. All rights reserved.

