

# Autotrade & Logistics eliminates track and trace issues

*An automobile logistics and transport company dramatically improves its supply chain efficiency*



**Autotrade & Logistics needed to improve their vehicle handling process, from unloading the cars on the dock to the final destination.**

## Objective

Speed up and manage car handling operations during all the processes of unloading, placement and tracking of vehicles.

## Approach

Implement a reliable traceability system leveraging real-time data from loading areas.

## Business Needs

- Accelerate the “Dock to Door” processes
- Increase operations productivity for larger activity volumes
- Eliminate manual and paper-based operations

## Technical Requirements

- Rugged devices, operating in all weather conditions
- Reads barcodes through car windshields
- Large screen displays with excellent outdoor visibility
- Touch screens that can be used with gloves

## Results

- Reduced operations handling time by over 15%
- Increased by up to 20% the number of cars processed per day
- 100% visibility of all vehicle locations in real-time

Autotrade & Logistics, part of the Koelliker Group, is a leader in Europe delivering import, transport, storage, and logistics of cars for all major brands.

The enterprise was transitioning through a complex digital transformation process. Their challenge was to equip the business lines with a modern, scalable and reliable technology allowing them to respond to an automotive market that is in continuous evolution and transformation.

“Datalogic mobile devices delivered the perfect technology to improve our efficiency by over 20%.”

*Maurizio Marchelli  
ICT & BPR Director Koelliker Group*

Operators work outdoors in harsh weather conditions – from very hot sunny conditions to rain and wind. Therefore, they needed rugged, heavy-duty devices with the ability to read barcodes. In addition,

barcodes are typically behind the car windshields, which are not easily read by many scanners due to reflection. Datalogic was selected for the proven reliability of its devices and their performance in all conditions.

Another key requirement was the ability to use the touch screen with gloves. Initially, the customer considered a device with a physical keyboard, but it would have reduced the display size. An alternative would have been larger devices, but these proved too cumbersome. Finally, operators were equipped with 5” display devices that perfectly fit their needs. Furthermore, Telekom Assist, a certified Datalogic partner and integrator, developed a simplified on-screen keyboard that takes up less of the display.

Another critical factor for Autotrade & Logistics was the up-time for the mobile device. The company operates an extensive storage yard, the Il Faldo compound in Livorno (Italy), to facilitate their “Dock to

## The solution

- Memor 10 rugged PDAs
- Wireless charging stations
- Swappable spare batteries
- Battery chargers
- EASEOFCARE Comprehensive 3 Year customer care and technical support package

Door” service throughout the continent. The workplace is huge – Il Faldo is the biggest compound managed by Autotrade & Logistics – and charging units in the yard is not an option. The devices had to have great autonomy, and the flexibility of quick swap replacement batteries without any data loss was determined to be a hard requirement. Equipped with devices presenting both of these benefits assured that all operators would have no interruptions. In addition, the Datalogic wireless charging feature eliminates the battery contacts and pins that often get dirty, bent, or broken over time – and this resolved a key point of failure for devices used in industrial applications.

Autotrade & Logistics also required continuous connectivity to their new management software provided by Telekom Assist. The Il Faldo facility is such an enormous area that Wi-Fi coverage was not possible for 100% coverage. The solution was a mobile device that offered extremely fast LTE data connectivity when Wi-Fi was not present.

In just three weeks, the complex transition to the Datalogic Memor™ 10 PDAs was complete. This implementation needed to be executed on a very tight project plan in order to avoid any impact on Autotrade & Logistics’ activities: It could not be postponed, and Telekom Assist has met the expected deadlines.



The Datalogic Memor 10 PDAs are now used throughout the entire Il Faldo compound, downloading the vehicles’ information, positioning them, and registering where the cars are parked.

Before being sent to the dealerships, many cars must also pass through preparation garages where various accessories are installed. Being able to track precisely the vehicles location makes the process much more seamless and efficient.

Previously many operations were handled manually. Now Autotrade & Logistics can much more efficiently manage all the vehicle movements, from the landing of the ships to the placement of cars in the Il Faldo compound where all loading and unloading procedures are monitored. The final solution of Datalogic’s Memor 10 PDAs combined with Telekom Assist software, delivered significantly improved efficiencies.

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[www.datalogic.com](http://www.datalogic.com)



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