

Case Study

CEVA Logistics Turkey



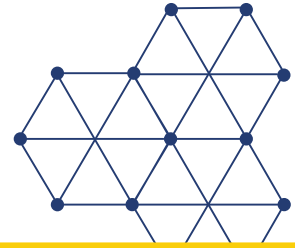
Summary

CEVA Logistics is a global logistics provider with more than 100,000 employees operating in 170 countries worldwide. In 2020, CEVA expanded its use of Nulogy in its European operations to four sites in Turkey, which serve major global food and beverage brands through value-added services such as contract packing. By switching from manual production tracking processes to Nulogy's cloud-based platform, CEVA's Turkey sites have boosted their profitability and performance, solidifying its position as a co-packing leader in Turkey.

Company Overview

Launched in 1946, CEVA Logistics is a global logistics provider with more than 100,000 employees operating in 170 countries worldwide. Around the world, CEVA leverages its sector-focused expertise, global and local resources and advanced technologies to deliver a complete spectrum of supply chain services.

In 2017, CEVA introduced Nulogy to its global network, beginning with operations in the Netherlands, as part of a larger strategy to evolve CEVA's value-added co-packing services as a competitive differentiator. By rolling out a standardized software solution to manage the co-packing side of its value-added services, CEVA aims to optimize business operations across its network to better strategically position the network for new business.



Challenges

CEVA needed a purpose-built software solution for its value-added co-pack sites in Turkey in order to tackle the following challenges:

Time-consuming manual processes

Operational workflows at the CEVA locations in Turkey were reliant on manual and paper-based processes, which were time consuming to complete and resulted in inefficiencies on the shop floor. CEVA was looking for a digital solution that could maximize operational efficiency at these sites.

Lack of profitability tracking

Reliance on manual entry processes also meant that there were data blind spots for profitability and production performance tracking at those sites. Key operational data was lagging or inaccessible, hindering opportunities for continual process improvement.



Nulogy's industry-specific focus and innovative technology through its cloud-based solution and user-friendly interface made it stand out from other software solutions, and is an excellent fit for CEVA's digitalization strategy."



Gülşah Gebecik

**BPE System Development Engineer
CEVA Logistics**



Results

Impressively, CEVA implemented Nulogy at its four Turkey sites over the span of 12 months during the COVID-19 pandemic. After implementing Nulogy at its Turkey sites, CEVA Logistics observed the following benefits:



Improved performance

Within 12 months of implementing Nulogy, all four CEVA sites in Turkey improved operational performance, with the best-performing site **boosting its performance metrics by 10%**.



Improved data visibility

The introduction of Nulogy enabled site operations with **granular data visibility into product profitability**, better preparing the sites' planning capabilities. As well, this data visibility was also provided to customers, who are now able to gather data such as BOMs and product mockups with less time and effort.



Added value to customers

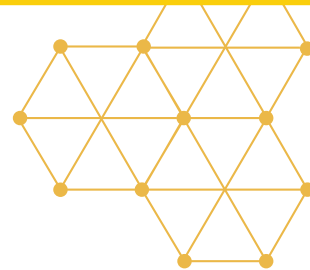
The performance improvements seen at CEVA's Turkey sites due to the implementation of Nulogy have been **met with praise and satisfaction from a major CPG brand customer**. Additionally, the enablement of data visibility reduced the workload and labor costs on the CPG brand side—another value-add for CEVA's strategic customer.



Implementing Nulogy was an important step in our digitalization strategy. Transferring operational data from physical forms to digital media required a lot of labor, and in his field alone, significant savings were achieved.



Olgun Burgaz
Operations Manager
CEVA Logistics



To learn more about how Nulogy's cloud-based solutions can deliver value to your co-packing operation, contact us:

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