



CASE STUDY / BARILLA

How Barilla Uses FourKites to Save Time and Make Customers Happy



Barilla, a family-owned business since it was founded in 1877, is the world leader in pasta production — people around the world consume more than 2 million tons of Barilla products on a daily basis. The company has an intricate logistics operation that includes 30 production sites, 15 of which are in Italy and 15 abroad. Every week the company moves more than 2,000 loads from Italy to over 120 countries via road and ocean transport.

Barilla has been working with FourKites since 2021 to ensure it has real-time supply chain insights about where its goods are in the entire lifecycle of a shipment, and when they'll arrive at their destination. This ensures that the company gets its products to customers in the most effective way and with the best service.

FourKites gives Barilla visibility into 80% of its road and ocean shipments transported by a fleet of 35 carriers and three ocean freight forwarders.

Data-driven Supply Chain

FourKites feeds critical location data about shipments into Barilla's control tower, giving the company a comprehensive view of their end-to-end supply chain. Through patented AI, FourKites generates highly accurate insights that help Barilla identify exceptions early, so they can take action and prioritize work based on impact. "FourKites' data isn't about false alarms, it's about real alarms," notes Davide Busato, Logistic Competence Center Innovation Project Manager at Barilla.

FourKites directly and easily incorporates hundreds of real-time data points into Barilla's control tower, resulting in a seamless self-service experience that provides supply chain intelligence for the Barilla team.

“

FourKites **breaks down silos** between systems and teams. We can share data to generate insights, identify shocks before they happen and, most importantly, manage exceptions across our supply chain. As a result, we have **streamlined operations, reduced costs and improved the customer experience.**”

Davide Busato

Logistic Competence Center Innovation Project Manager

Working Faster and Smarter

According to Busato, FourKites' platform reduced the time Barilla spent manually interacting with partners, such as 3PLs and suppliers. This is a key benefit because Barilla can work more efficiently and smarter. "FourKites' platform easily sends automatic ETAs with delays directly to all our partners and their predicted arrival times are spot on," continues Busato. "This gives all of us the right insights at the right place and the right time to make the best decisions."

Delighting Customers

Armed with highly accurate predicted arrival times, Barilla's customers love that they can confidently plan their operations around scheduled deliveries. Not only are ETAs updated in transit, but FourKites highlights incorrect planned transit times to ensure activities start — and stay — on schedule. “Before we started using FourKites’ platform we could only react to an issue when it was too late,” says Busato. “Now we react before an issue escalates into a major problem, which saves time while reducing transportation costs and fines. This in turn improves our relationships with carriers and customers.”

Expanding with Ocean Tracking

Ocean shipments are an important part of Barilla's logistics operation and equal about 10% of its market. Barilla was already using FourKites for over-the-road (OTR) visibility and wanted to have insight into all its shipments regardless of the mode. “Freight forwarders oversee Barilla's ocean shipments but it was costly and time-consuming because we had to manually check with carriers on the location of shipments,” continues Busato.

“

“Adding FourKites’ ocean visibility to our setup was an obvious choice, and it’s paid off handsomely. Now we don’t need to spend time hunting for answers and instead can focus on more important tasks like acting on the FourKites data to improve customer satisfaction.”

Davide Busato
Logistic Competence Center Innovation Project Manager



Supply Chain Visibility Has Become a Requirement

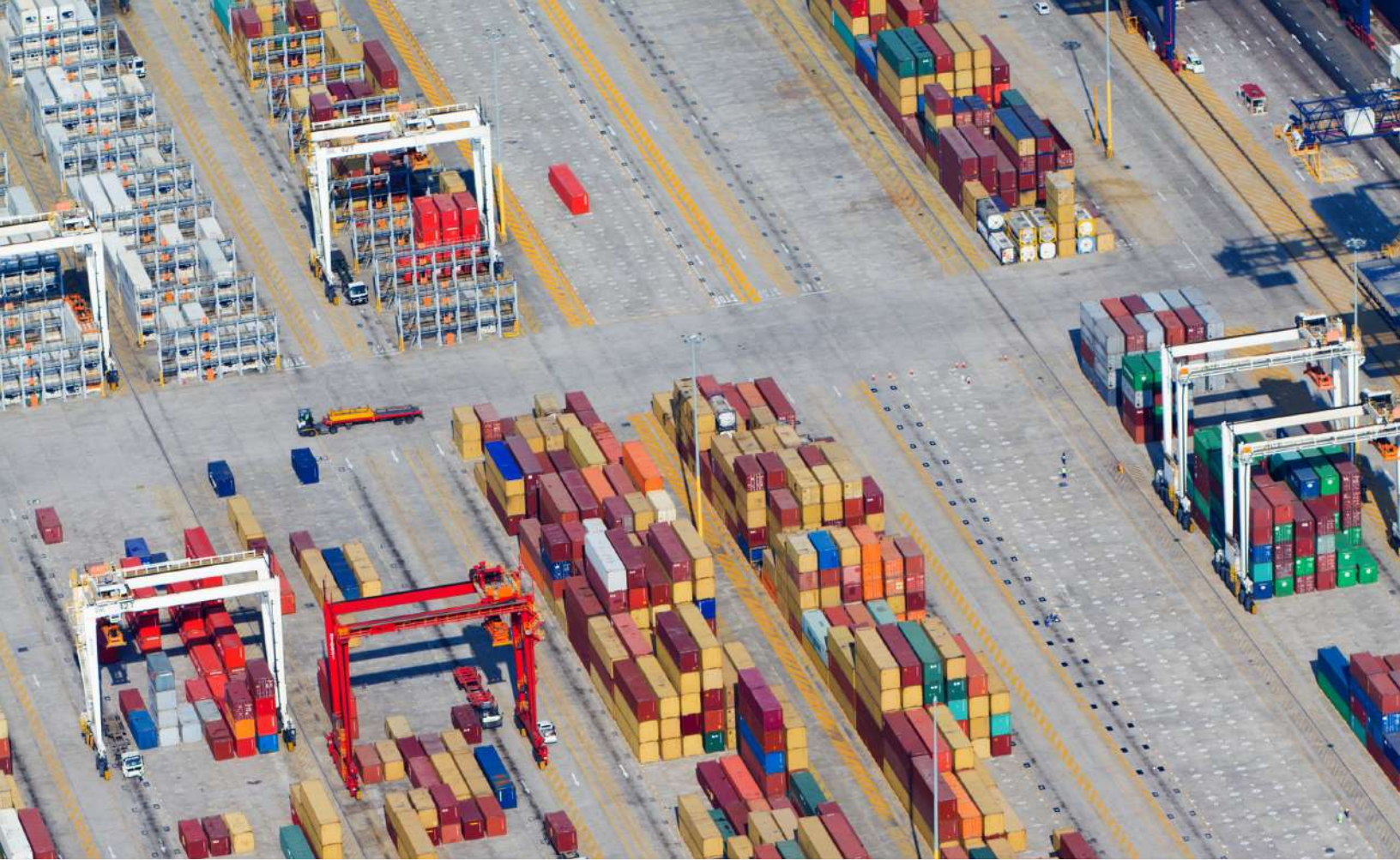
Supply Chain Visibility has become a critical part of Barilla's business and they require all partners to use it. "When we started with FourKites, visibility was a nice-to-have. Now it's a must-have. For instance, visibility is a requirement whenever we have a tender with a new carrier," confirms Busato.

A Successful Long-term Partnership

According to Busato, the partnership with FourKites is successful not just because of the technology but because of the way of working. "The entire FourKites team is proactive, collaborative and agile," says Busato.

As he looks to the future, Busato says, "Our goals with FourKites in 2024 are to track 90% of our shipments, reduce penalties with carriers by 5% and decrease inefficient communication with partners by 10-15%," says Busato. "Thanks to FourKites' ability to send automatic ETAs with delay updates among other features, we're well on our way to meeting these metrics."





About Barilla | *Barilla*

The Barilla Group Barilla is a family business, not listed on the Stock Exchange, chaired by the brothers Guido, Luca and Paolo Barilla. It was founded by their great-grandfather Pietro Barilla, who opened a bakery in Parma in 1877. Today, Barilla is renowned in Italy and around the world for the excellence of its food products. With its brands – Barilla, Mulino Bianco, Pan di Stelle, Gran Cereale, Harrys, Pavesi, Wasa, Filiz, Yemina and Vesta, Misko, Voiello, Academia Barilla, First, Catelli, Lancia, Splendor, Tolerant, Pasta Evangelists and Back to Nature – it advocates tasty, hearty and wholesome nutrition, inspired by the Mediterranean Diet and the Italian lifestyle. When Pietro opened his shop 146 years ago, the main aim was to make good food. That principle has now become the Barilla way of doing business, with more than 8,700 people working for the company and a supply chain that shares its values and passion for quality. The Group's commitment is to offer people the joy that good, well-made food can bring them, produced with selected ingredients from responsible supply chains, to contribute to a better present and future. Since 1987, a historical archive has been collecting and preserving the company's 146-year history, now a resource open to all via the portal-museum www.archivistoricobarilla.com, a testament to the journey of an icon among Made in Italy products and to the changes in Italian society.

About FourKites | FOURKITES

FourKites® is the #1 supply chain visibility platform in the world, extending visibility beyond transportation into yards, warehouses, stores and beyond. Tracking more than 3.2 billion shipments daily across road, rail, ocean, air, parcel and courier, and reaching over 200 countries and territories, FourKites combines real-time data and powerful machine learning to help companies digitise their end-to-end supply chains. More than 1,500 of the world's most recognised brands – including 9 of the top-10 CPG and 18 of the top-20 food and beverage companies – trust FourKites to transform their business and create more agile, efficient and sustainable supply chains.

1.888.466.6958 | hello@FourKites.com | www.fourkites.com