

MIELOO & ALEXANDER

specialised in technology enabled supply chain improvement

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Project reference case

Business process analysis at Gevelco Distriport

The Netherlands

Business process analysis at Gevelco Distriport

Gevelco Logistic Services is a logistic service provider which started its operation in 1951 in Rotterdam, The Netherlands. Mieloo & Alexander conducted a business model analysis for one of its divisions and provided the management with a set of recommendations of how the operation could be improved to pave the way to profitable growth.

Business requirement / need

Gevelco Logistic Services has four divisions which provide logistic services and concepts tailored to the requirements of their customers. The division described in this case is the Gevelco Distriport. The Distriport main services are: handling, storage and shipping of iron, steel, forest products and containers.



All Weather Terminal

The Gevelco Distriport was established in 2003 on an empty piece of land in the harbour of Rotterdam. The division invested in a unique concept: All Weather Terminal connected to a large steel warehouse. This terminal provides sheltered transshipment of goods which require special handling. From the start in 2003 until 2006, the division doubled its throughput and is providing services to several large accounts in the steel industry, the container

business and to several other smaller accounts.

The management of Gevelco Logistic Services decided to have a period of consolidation after those years of staggering growth. The management believed that the division needed a period of reflection to see how the services to their customers could be sustained and improved. Mieloo & Alexander were engaged to conduct a business model analysis and subsequently provide advice on how the services could be improved while maintaining profitable growth.

Key challenges / project assignment

The main challenge for Mieloo & Alexander was to execute the assignment in just 8 weeks knowing that the management team and employees were very busy managing the operation. Also there was very little documentation to start with.



Overview of Gevelco Distriport

Solution: Mieloo & Alexander's approach and role

Mieloo & Alexander started with interviewing the managers and key personnel to get an overview of the business processes, the organisational set-up and the systems used. Once that overview was in place, Mieloo & Alexander zoomed in on each business process to describe the AS-IS in detail of the process, the organisation and systems involved. While doing that, Mieloo & Alexander explored ways to improve the operation.

Benefits realized / results

Mieloo & Alexander realised the following benefits for the client:

- A detailed description illustrated in text, diagrams and tables of Gevelco's AS-IS business processes and systems;
- A detailed overview of the organisation, departments, functions with key tasks and responsibilities;
- A recommendation for starting an improvement program with a set of named projects.

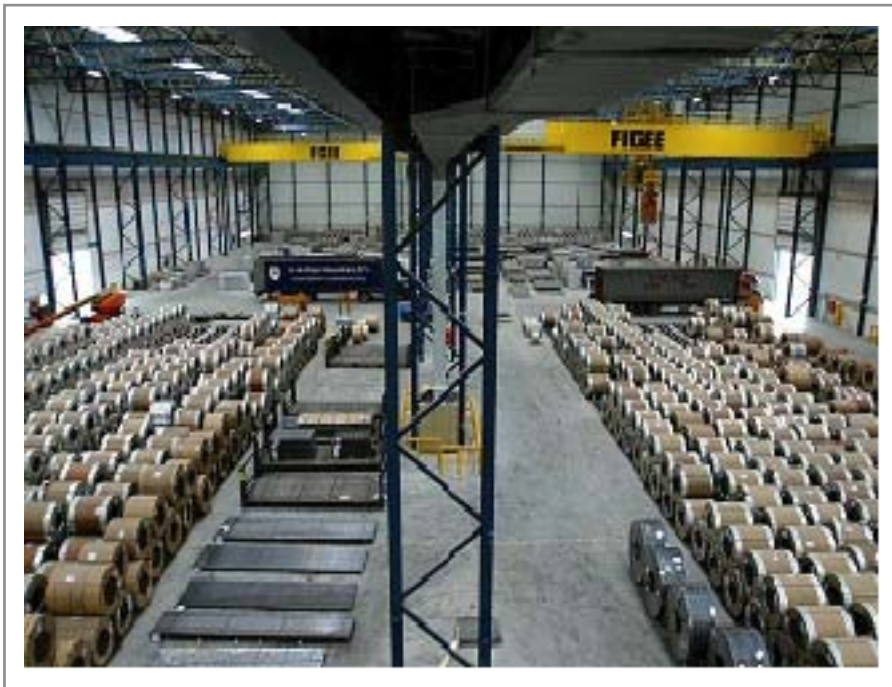
The Board of Gevelco Logistic Services decided to act upon the recommendation and indeed started an improvement program supported by Mieloo & Alexander.

Customer testimonial



Frank van der Gevel
Managing Director Gevelco

"Mieloo & Alexander provided us with a very solid analysis of our operation and provided us with a set of recommendations which we are now taking forward"



Steel warehouse with a humidity controlled environment

About Mieloo & Alexander

Mieloo & Alexander Business Integrators is a consulting firm that specializes in technology enabled supply chain improvement, with a focus on supply chain management and visibility through the use of innovative information technology (RFID). The highly trained consultants design, plan and implement advanced supply chain solutions that focus on RFID Electronic Product Code (EPC) and real-time locating solutions (RTLS). Mieloo & Alexander has customers throughout Western Europe that include multinationals such as: Sony, Akzo Nobel, KPN, ASML, TNT and Hitachi. Mieloo & Alexander is headquartered in Hoofddorp in the Netherlands.

Our office

De Zuidtoren
Taurusavenue 13
2132 LS Hoofddorp
The Netherlands

T: + 31 (0) 23 565 6000

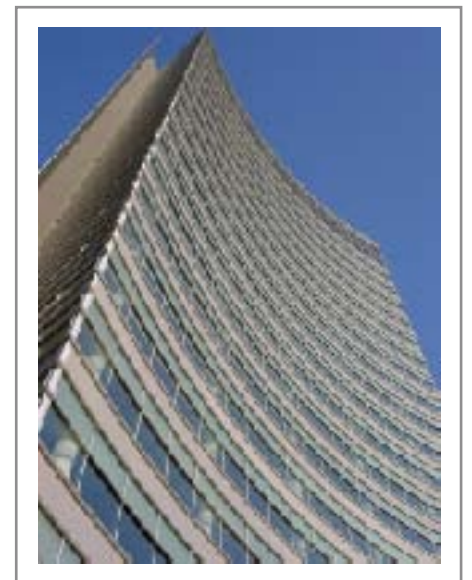
F: + 31 (0) 23 565 6009

For more information, please contact
Joseph P. Owusu at:

j.owusu@mielooandalexander.com

Or visit our website:

www.mielooandalexander.com



Office Mieloo & Alexander

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Contact details:

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The Netherlands

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