Brother Transportation and Logistics Solutions

# When you need to deliver, we're *at your side*

In transportation and logistics, timing is everything. With so many factors influencing every consignment, when something goes wrong, the knock-on effect can be the difference between a just-in-time delivery and getting there late.

Facing raised expectations, problems like that can make the difference between a positive experience and a customer complaint.

Keeping pace with increasing customer demands for faster delivery at low cost, can be challenging for transport and logistics businesses - but many technologies still offer a one-size-fits-all approach which ignores your specific nuances.

Thankfully, you can rely on Brother to understand what you need at those critical points in your process where clear interpretation of data is essential. Whether you need pallet or location labels that help you manage your inventory, mobile in-vehicle printers that let drivers print on the move - or even help with reducing the amount of paper, electricity and consumables you use - we are *at your side*, working with you to address the many transport and logistics challenges.

From fast, reliable machines that print manifests and delivery instructions, to wearable mobile units for printing proof of delivery receipts, we provide solutions that ensure your customers get great service - and you deliver every time.
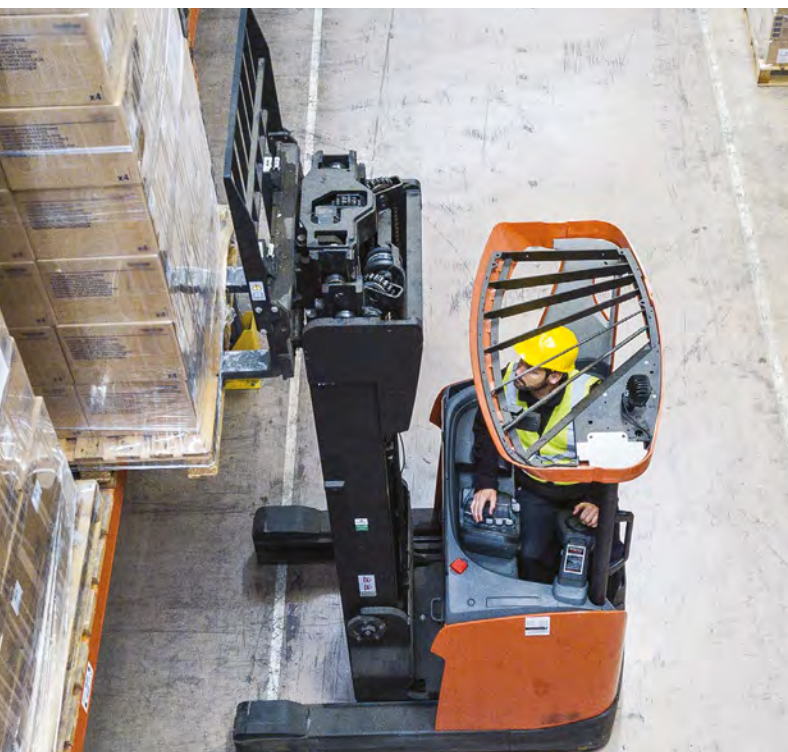
Society depends on effective transportation and logistics. Managing the flow of goods that we all depend on is both a vast undertaking - and a huge responsibility. But the rapid expansion of e-commerce is placing increased pressure on the industry's processes.

A challenging road ahead for transportation and logistics, but we're with you on the journey

Recent research shows that effective sharing of information contributes to improved operational performance, which remains one of the key challenges of the industry.

The transport and logistics industry is facing disruption on two fronts: changing customer expectations and the increasing use of technology to improve performance and serve customers better.

Research shows us that - with expectations shaped by a consumer-driven e-commerce boom - commercial customers are also expecting faster, more flexible shipments, with more transparency and at the lowest possible price. Given that the transport and logistics industry already operates on slim profit margins, meeting increased expectations will require new technologies that enable greater cost efficiencies - including data analytics, automation and tracking.

As a key enabler for the effective functioning of other industries and services, transport and logistics is also one of the main drivers of competitiveness.

Maintaining an efficient and competitive flow of goods has created a great amount of added commercial value to retailers' offerings - and contributed significantly to economic growth across Australia.

Indeed, a frictionless logistics industry is a vital conduit for the free flow of goods throughout Australia. That's why traditional supply chains are looking to innovative technology to handle growing inventories, keep up with shifts in consumer demand and manage costs. Given that efficiency is the top priority for the industries' Chief Investment Officers (CIOs), those that don't address the challenges risk being left behind.

Three transportation and logistics trends you can't afford to ignore

The rise of e-commerce

The growth of e-commerce is having a huge impact on the processing, distribution and delivery of goods.

In 2019, Australians spent $32 billion online, an increase of 17.5% year on year and amounting to 11.3% of the total retail spend.[1]

The e-commerce boom has placed increasing pressure on distribution centres to manage increasing volumes and customer demands for fast, low-cost, or even no-cost delivery. As such, providers are compelled to adapt and focus on high quality, cost efficient last-mile delivery - with smaller third-party carriers now absolutely key to successful doorstep delivery.

Keeping the wheels of e-commerce turning relies on technology that enables the fast and accurate sharing of information at every stage of the process.

Innovating to drive change

The growth of the digital marketplace and the 'get it now' transformation of consumer expectations, has changed the way deliveries are fulfilled. This places providers under increasing pressure to manage costs. With a majority of consumers opting for the cheapest delivery option, providers must look to innovation in technology and process to rip out costly inefficiencies and make savings wherever possible.

The use of asset tagging and sensors create connected environments that enable more cost-effective inventory control. Data analytics is also key - providing insights on supply and demand, as well as route optimisation, fuel consumption and loading/unloading times.

Another anticipated technological shift is the use of Blockchain to deliver more transparency, accountability and visibility across the supply chain. Not only would it improve the end-to-end tracking and status reporting of every shipment, it would enable more proactive incident management and improve on-time delivery rates.

People on the ground will still need ways to apply all of this data to individual consignments - and that's where the label becomes a key interface between database and delivery.

Consignments with a conscience

More deliveries means producing more carbon. With consumers increasingly mindful of the carbon impacts of their choices, retailers who don't prioritise sustainability in their supply chains risk not surviving the next 5-10 years.

Decarbonising the delivery industry requires a combination of technology and behaviour change. And it seems that attitudes are moving in the right direction, with a significant proportion of businesses saying that sustainability is important to their supply chain - and over half of them having already having integrated it into their business strategy.

Ultimately, the real benefits of sustainability can be seen on the bottom line, with returns higher for providers that integrate sustainability into their value chains.

Sources
1. https://auspost.com.au/content/dam/auspost_corp/media/documents/2020-ecommerce-industry-report.pdf

How Brother makes your life easier

☑ ## Across the whole supply chain

From inbound manifests, goods-in paperwork, and warehouse location labelling to shipping labels, delivery notes and receipts of delivery, Brother solutions put clarity, quality and efficiency at the forefront - right across your whole process.

☑ ## Focus on delivering

Ensuring your customers receive the best possible service relies on seamless processes and access to key information such as caution labels and accurate delivery details. Brother's robust and reliable transport and logistics solutions help support you in delivering a first-class customer experience.

☑ ## Managed Print Service

Optimise print usage, reduce costs and reduce waste with Brother's Managed Print Service network. In conjunction with our partner network, we take over the management of your hardware and print supplies, so you don't need to spend time thinking about them.

☑ ## Security and compliance

Not only does choosing the right technology enable secure General Data Protection Regulation (GDPR) compliant sharing of customer data between departments, sites and operational teams, it can also reduce the risk of errors and improve customer service.

Solutions built around you

1 Easily print transport documents

Effortlessly print manifests, bills of lading and shipping instructions.
- Quickly print large volumes of dispatch notes and invoices
- Save time by using high-yield toner cartridges
- High-quality, easy to read text

MFC-L6900DW with tower tray

2 Digitise transport documents

Scan and automatically save and archive transport documents.
- Easily share delivery notes and goods-in notes with different departments
- Accurate, avoiding misfiling
- Save time with administrative tasks

ADS-4900W

3 Increase warehouse efficiency

Labelling solutions to support effective inventory and warehouse management.
- High quality label printing
- Print location, quality and compliance labels
- Save time with fewer media changes

TD-4550DNWB

4 Mobile printing on the move

Portable label printing on the shop floor.
- Durable devices drop-tested up to 2.5m
- Reprint labels whenever needed, without ink
- Carry on-body or mount in warehouse vehicles

RJ-4250WB

Fulfillment and sortation centre

Warehouse

Distribution centre

5 Fulfilment and sortation centre printing

Effortlessly print invoices and returns notes.
• Award winning compact, desktop mono laser printers
• Quickly print large volumes of dispatch notes and invoices
• Save time by using high-yield toner cartridges

HL-L5100DN

6 Labels for sorting and fulfilment

Print all the labels you need for processing customer orders.
• Order preparation, caution and shipping labels
• Robust, high quality outputs
• Durable and fast industrial barcode printing

TD-4550DNWB

In-vehicle deliveries

7 High volume label printing

Print more than 1,000 labels a day.
• Fast print speeds to keep up with demand
• Durable, industrial-grade printers
• Print shipping, packing and product labels

TJ-4522TN

Direct store deliveries

8 Printing when on the road

Print A4 documents wherever your deliveries take you.
• A4 printing without ink or toner
• Ability to mount in-vehicle
• Print professional documents at a moment's notice

PJ-883

9 Direct store deliveries printing

Quickly and accurately produce invoices, receipts, and other documents in the field.
• Compact and rugged mobile printers
• Carry on-body or in-vehicle for printing on the go
• Print anywhere with no need for ink

RJ-4250WB

Warehouse and distribution

The need to receive, store, locate and transfer inventory efficiently gives warehousing businesses a unique set of challenges. The storage and distribution of goods is a complex chain of processes that require the fast, accurate exchange of information.

In such busy environments, inadvertent mistakes in stock control, identification and even labels damaged in transit, can lead to expensive errors, late deliveries and customer dissatisfaction.

We understand that effective inventory management is about the efficient use of space and the ability to easily move goods for distribution - and all of this depends on accurate record keeping and the streamlined sharing of information.

High performance label printing

Increasing productivity and reducing costs are priorities in any warehouse. When it comes to label printing, Brother combines proven printer performance with high levels of efficiency that help you do more for less. Whatever the volume, Brother desktop and industrial label printers not only offer the most common sizes of location, pallet and shipping labels, they can also create custom sizes - making them the perfect label printers for warehouse use.

Work anywhere with mobile printers

No matter where your people are in the warehouse, Brother's compact, robust mobile printers use wireless connectivity to give workers the ability to print labels on-demand - saving the time and hassle it would take to seek out a stationary printer. Rugged by design, Brother's printers are wearable too - literally *at your side* whenever you need them.

Efficient office printing and scanning

With so much information to process, Brother printers give your admin teams enterprise-level multi-functionality without enterprise cost. Not only high-speed, high quality printing, but also enhanced data security, where only authorised staff can print confidential customer data. Plus, our desktop document scanners are designed to help you improve business workflows, turning paperwork into high-quality digital files at a touch of a button.

Fulfilment centre and sortation

Fulfilment centres are the engine room of the e-commerce boom - picking, packing and labelling high volumes for shipment as efficiently as possible.

We know that getting consignments to customers in a timely fashion is a complex process in which every moving part must function seamlessly. Giving your teams access to fast, reliable printers that save them time and make them more productive is a small, but critical, part of maintaining a frictionless process.

High-volume labelling

In busy environments, you need industrial label printers that can match not only your handling capabilities, but also your need for efficiency and traceability. Our range of robust, reliable high-volume machines lets you print easy-to-read barcodes and text quickly and easily - and their high-capacity thermal transfer ribbon means less downtime for media changes.

Mid-volume labelling

The fast pace of a busy fulfilment centre demands a label printing solution that can keep up. Our range of professional, desktop label printers makes creating labels easy – so you can concentrate on getting the job done. Our printers also offer a smart way to manage and deploy printers and product IDs as and when needed.

Mobile printing

When your people don't have time to stop and print, Brother's range of mobile printers empower them to work on the go with speed, accuracy and efficiency. With no need to stop and replace ink or toner, they're designed for the highest levels of performance in demanding environments where every second counts, helped by a wide range of connectivity options that save valuable time.

Back office

Invoices, delivery notes, manifests and delivery schedules, delivery schedules - your back office processes the vast amount of information passing through your business every day, so you need printers that won't let you down. Brother's range of professional laser printers provides maximum performance with industry-leading security.

In addition, our compact but powerful desktop scanners make the sharing and archiving of information easier, enabling you to digitise documents quickly and securely.
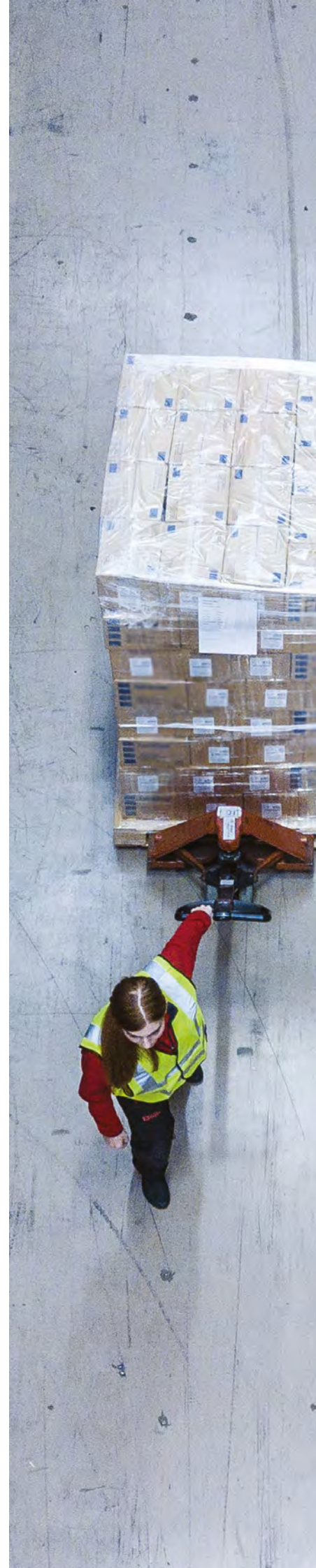
In-vehicle

The delivery, whether it's from a supplier to a manufacturer to a third party logistics provider or courier fulfilling the doorstep delivery in omni-channel fulfilment, has put the technology in the driving seat. Brother's robust range of in-vehicle devices makes proof of delivery documentation, inventory labelling and tracking data and driver log printing a simple and efficient task.

Last mile delivery is the critical part of any logistics operation - the part that gets the consignment to the recipient's doorstep. Regardless of what comes before, this is the element that your whole operation is judged on by customers - making last mile efficiency a necessity. Ensuring that your delivery people have everything at their fingertips to complete smooth, hassle-free drops is what really determines customer satisfaction.

Printers that deliver

The ability to print high-quality documents on the move really streamlines your delivery operations. Our range of fast, compact A4 printers with optional vehicle mounts lets you print delivery schedules, driver logs, delivery confirmations and more as you need them. With Bluetooth, Wi-Fi and USB connectivity and no need for ink or toner, you can print wherever your deliveries take you.

Print on the spot

Our mobile label printing solutions are designed to meet the needs of a busy workforce. Whether mounted in-vehicle or worn as they work, our label and receipt printers let your drivers on the ground print invoices, proof of delivery receipts, returns labels and more - on the spot.

How we streamlined processes and delivered business transformation
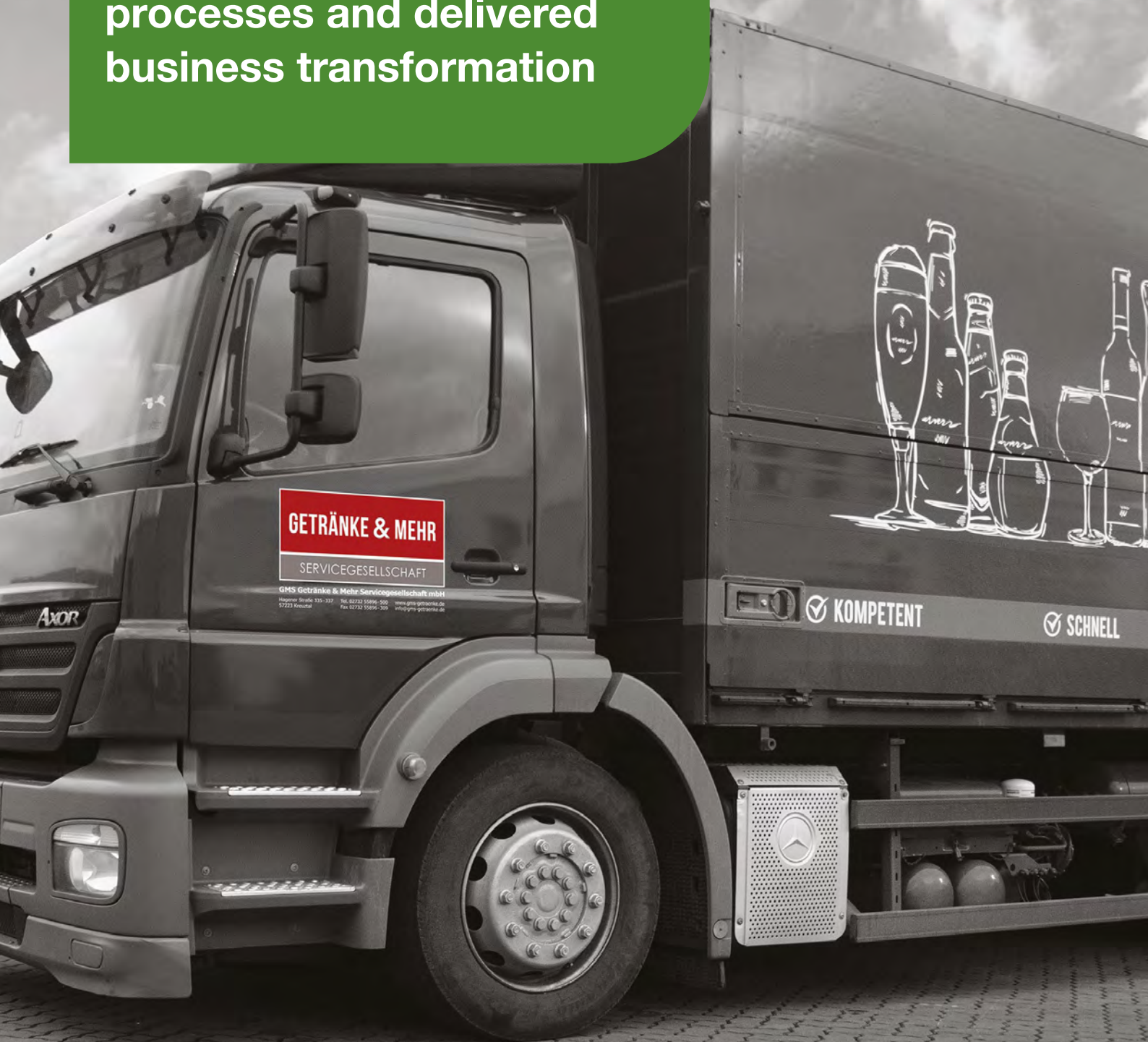
" By switching to electronic delivery notes and using mobile Brother printers, our employees save a lot of time in the re-registration. If necessary, they can print out the delivery notes directly at the customer's address"

Christian Utsch, Managing Director Logistics, GMS Getränke & Mehr Servicegesellschaft mbH

The Challenge

GMS Getränke & Mehr Servicegesellschaft mbH (GMS), part of the Krombacher group of companies, is a beverage wholesaler with 850 employees across 22 logistics sites.

They were automating their manual delivery process to make procedures more efficient and cost-effective. Previously, deliveries required the printing of delivery notes in advance at the office and the documents given to the driver. On delivery, the customer then signed the delivery note by hand, with one copy staying on site and the other taken back by the driver and handed to the dispatch team at the end of the day. The delivery note was then checked and entered manually into the system.

A digital solution with mobile printers for use on the move was needed to make this time-consuming and cost-intensive process run easier, faster and more efficiently.

The Solution

GMS developed an app for drivers that created digital delivery notes. But some customers, in particular large hypermarkets, still required proof of delivery in paper form. In these cases, drivers used Brother's RJ-4230B rugged portable printers to print delivery notes on-site.

The 4-inch printer is easy to use, robust, compact and allows wireless printing from a smartphone via Bluetooth, making it ideal for busy drivers on the move. The option of a belt clip makes the portable printer even easier to use on the go.

The Results

Processes have been optimised and customers are happy. Switching to a digital solution supported by mobile print has saved the dispatch department a lot of time, as the manual entry of the data is no longer required.

Brother advised GMS throughout the process, ensuring a solution tailored to their needs and implemented complete with a smooth roll-out - including integration with their own systems.

GMS have invested in over 160 portable printers since the beginning of 2019.

brother

at your side

www.brother.com.au