



The Esli Newsletter

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Logistics invests in new sectors

> The enormous use of new technologies has completely transformed whole areas of activity. These macroeconomic changes have imposed a new way of using logistics. Even in areas where up to the present, logistics did not exist, it is now indispensable.

In response to issues of globalization, to increasing client demands and to the permanent search for cost reduction, logistics occupies more than ever a key role in companies. These factors have made flows more complicated and have required increased skills and the use of new technology in the Supply Chain of both industry and traditional distribution. These new demands have in turn provoked innovations and the use of new tools to support this "21st century logistics". This technological break has had real impacts causing many aspects of "traditional" logistics to develop rapidly. Its role has intensified and has gained particularly in terms of speed and accuracy. For example these new tools and processes have enabled the acceleration of customs checks, the modernisation or automation of traceability, the development of collaborative logistics, the integration of management software packages, more precise order management, voice-controlled order preparation, warehouse management based on the Warehouse Management System, or the development of e-procurement and

e-sourcing. : In all of the areas affected by these initial factors and having access to new technologies, logistics is now seen as strategic - in areas previously not preoccupied with logistic concerns even at the most basic level: hospitals, banks, hotels, waste management, public services, humanitarian activities, local shops. Depending on their competitive situation, or their internal performance, these sectors have major changes to put in place in terms of stock management, flow optimisation, customer service improvement or cost reduction. These changes linked to new technology can even go as far as rethinking the whole strategy of a sector. In the cinema, for example, the change from 35mm to digital technology has meant the elimination of film reels. This innovation will in turn lead to the complete disappearance of the entire Supply Chain; logistics becoming simply a matter of information flow management. This development will have an impact on costs, distributors, projectionists, film distribution strategy and finally will transform the internal organisation of the entire cinematographic industry.



→ Graduate studies

A new stock management system at Bio-Rad



→ Continuing studies

CD11 : Receive training and stay operational



→ Perspectives

Sustainable sourcing network in organic products

A new stock management system at Bio-Rad

>This company specialises in biotechnology and clinical diagnosis. It appealed to an ESLI student to analyse the stock management system and to propose an optimal methodology applicable to each product family. The very particular nature of each product constitutes in itself a problem.

Bio-Rad supplies ultramodern equipment and reagents to detect infectious diseases. "The Steenvoorde factory specialises in production in the north of France, employs 350 staff and manages nearly 2600 raw materials and more than 850 different finished products", says Laurence de Coninck, Manufacturing Manager. The stock is composed of packaging elements, and of chemical and biological materials. The problem of this site is the large number of these raw materials, their diversity and their specificity: very small quantities, rarity, cost (10 to 20,000 euros per 5ml for example for certain products). The mission of Marion Bérújon, 2nd year student, focuses on three points: the improvement of the stock management system, the evaluation of its financial impact, and the definition of a methodology so that the Purchasing Department can negotiate prices depending on the volume and type of materials. The Steenvoorde factory does not only work on stock; a stock which has a direct impact on costs and where optimisation means reduction. "We decided to hire an ESLI student for



Marion Bérújon, 2nd year student on internship at Bio-Rad.

different reasons", explains Laurence de Coninck. "We need to have someone who knows how the Supply Chain works and who is familiar with the standard tools so that they can be adapted to our situation. It is also necessary that she has the time to carry out a detailed analysis." The analysis of the stock composed of sometimes rare products but which always need to be available and the question of whether to open a second raw materials warehouse on the site constitute two major issues. "There is a strategic dimension which goes beyond the usual procurement rules. You have to adapt to the seasonal nature of the demand, to know when to buy certain high value products, but without overstocking", says Marion Bérújon. Logistics can come to the aid of industrial processes which involve a large number of references and a great adaptability. "It's a very particular approach to the job based on a logic of flows. A criteria which is important to take into account in a logistic training", concludes Laurence de Coninck.

Bio-Rad, first link in the health chain

Bio-Rad is originally a Californian company and specialises in biotechnology and clinical diagnosis. It employs nearly 5000 staff in the world. The company had a turnover of nearly 2 billion dollars in 2008. Its strong presence in France is linked to the takeover of Sanofi-Diagnostic Pasteur ten years ago in Marnes-la-Coquette, a site which is now Bio-

Rad's headquarters in France. This acquisition strategy continues today. Bio-Rad develops and brings to market diagnosis systems for medical analysis laboratories, blood transfusion centres and industrial monitoring laboratories.

For more information: www.bio-rad.com

NEWS

Two new English teachers

Tony Cragg and Aurélien Foucault started work at the beginning of the school year to



reinforce the ESLI teaching team. As Aurélien says: "the main thing is to have confidence in your interactive capacities and to feel at ease to express yourself. I base my courses on the comprehension of current affairs topics and encourage students to express themselves as naturally as possible". For Tony Cragg small group work is essential. "I focus on comprehension in the first year and on logistic vocabulary, debates and professional English in the second and third years."

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Is Supply Chain Management an illusion?

This question raised by Romain Lambert, Director of Studies and researcher at ESLI, was the subject of an article in the "Revue Française de Gestion Industrielle" (Vol27, no2).

Supply Chain Management is generally considered as a means to improve the efficiency of a company. However the concept is either inapplicable or useless since it brings nothing new. Therefore what are the truly useful elements of SCM and how can they be <[applied? www.rfgi.org](http://www.rfgi.org)>

Join the ESLI community with Viadeo!

Last December ESLI launched its own community with Viadeo. It allows its members to meet in a private space, while taking advantage of the premium functions available. They can discuss, consult and publish events, participate, create or manage hubs, and know which members have consulted their profile. A practical tool to publicise your expertise and extend your network. <www.viadeo.com/join/esli>

CD11: Receive training and stay operational

> The first year of the 11 month diploma (CD11) began at ESLI this autumn. This Bac+4 diploma of Logistics Manager guarantees the acquisition of a methodology and enables the student professional to improve rapidly his skills base without leaving the terrain. These factors were taken into account by CM Creation when searching for a training course for their Logistics Manager.

As ESLI announced in January 2008 (cf *ESLI Newsletter no.31*), the CD11 training has been launched to meet a specific demand from certain companies, who were looking for a high level training for some of their employees, which would focus on the global supply chain, without requiring a prolonged absence. As part of the CD11, Cyril Gaboriaud, Logistics Manager at CM Creation, spends 3 days at ESLI every 3 weeks. For this company, located in Ile-et-Vilaine and specialising in the creation and production of all picture framing products, this training course meets a specific need. "Because of our rapid growth of between 15 to 25% per year in the last 10 years, logistics plays an increasingly important role for us", says Marc Perrussel, Administrative and Financial Manager. The creation of the Logistics Manager post is

recent. We were looking for a training course with a diploma which could help Cyril Gaboriaud to develop rapidly without adversely affecting his capacity to respond on the ground. "All of the modules corresponded to our expectations and the workload, which is significant but necessary to enable him to progress, also suits us". The CD11, therefore, allows the Logistics Manager to concentrate on his project at work, while at the same time consolidating his knowledge of the basics. "My mission is to make the GM Creation stock computer data



Cyril Gaboriaud, Logistics Manager at CM Création

reliable", explains Cyril Gaboriaud. "I manage my project in relation with the training, while adapting to the programme, which is very intensive". Marc Perrussel confirms that the intensity of the training is reassuring: "In 2007 we employed 148 full-time staff and today we work with more than 100 on permanent contracts. Our strategy is based on

the creation of key posts at key moments. The training of our staff is therefore essential and Cyril's training is part of this approach.

<www.cmcreation.com>

How can you apply to this training course?

To apply for this course you can request an application form from ESLI immediately. The selection tests will be held from January to September 2009. We will help you to apply for funding for this training.

Contact :

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Short courses

> ESLI offers short courses, theme-based, designed to acquire tools, techniques and indispensable methods to master different processes of the logistic chain. All of the training courses deal with technical and managerial aspects.

LEARNING THE BASICS OF INDUSTRIAL LOGISTICS

2 days: 28 - 29 January 2009

Objectives: To learn about the methodology and essential tools to understand the global logistics chain. To master the different logistic functions and related issues.

SETTING UP PERFORMANCE INDICATORS

2 days: 5-6 February 2009

Objectives: To conceive and manage a piloting tool, to optimise the combination of technical, economic and human elements for all the logistic functions. To design and put in place improvement actions.

DEFINING AND SETTING UP A TRANSPORT PLAN

2 days: 5-6 February 2009

Objectives: To understand the different in house and outsourced transport organisations. To calculate an optimum transport plan.

MAKING STOCKS RELIABLE

2 days: 5-6 March 2009

Objectives: To obtain the notion of stock cost and client satisfaction. To understand the tools necessary for a correct stockholding.

MANAGING PROCUREMENT

2 days: 12-13 March 2009

Objectives: Apply all the essential tools and

methods to the operational exercise of the function: management and role of stocks, procurement plan, safety stock, forecasts, EDI, coordination of purchasing and procurement.

SALES ADMINISTRATION

3 days: 18-19-20 March 2009

Objectives: To understand and use a logistic approach to fully meet customer orders. To become familiar with and apply administrative processes linked to sales. To manage client risks. To optimise customer order processing for effective business management.

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Designing a sustainable sourcing network in organic products

The main objective of the voluntary group "De l'Assiette au Champ" is to supply public sector caterers with organic produce locally sourced. This voluntary group invited ESLI to define a logistic organisational plan and to create a sourcing network consistent with the contents of its plates.

In France organic meals produced by public sector caterers are seeing a spectacular increase: 400,000 meals served in 2000 and nearly 5 million in 2007! If the recommendation of the "Grenelle de l'Environnement" is applied, in 2012, 20% of meals served in schools, colleges, hospitals etc should come from organic agriculture. This organisation is still a long way from being achieved if this objective is to be met. To meet this challenge, the voluntary group, "De l'Assiette au Champ", is working on a plan for Redon and the surrounding area. The aim is to organise the sourcing and to assist the network of suppliers through various actions: training of head cooks in tasting for example. The group, which was created in 2007, will help in the provision of more than 5500 organic meals per day. It invited a research group from the "Génial" laboratory of ESLI to define an appropriate logistic model, which could be applicable in other areas later. The main point is to set up a sourcing network, in support of the local economy and the development of organic production in an area of life, which respects sustainable development. The analysis includes specifically the current state of supply, a map of the potential flows, an assessment of the carbon footprint and the design of a system of resup-



The cooks of Redon – active partners in the project

plying. "The innovative nature of ESLI's recommendations is an essential criteria for us. Distribution platform, product processing or work creation: we are open to all suggestions", says Laurence Mafféis, employee of the group. These actions respond to a local demand: organic restaurant, school restaurant, canteen at Yves Rocher... As Laurence Mafféis says: "the organic movement is on the move". The results will be disclosed on the 11th of June 2009 at the Génial conference.

All of the research projects 2008-2009 of ESLI 2nd year students can be found on the web site <www.esli.fr>

First edition of the "Cahiers du Génial"

Supply Chain Management at the service of your energy is the theme of the 2008 "Cahiers du Génial", the Study group for Invention and Aid to Logistics. This publication will include each year a selection of projects from the ESLI research laboratory which second year students collaborated in. Four reports are included in this first edition: Mapping and optimisation of a sourcing network in recycling materials; Map of a chain in the automobile

industry; The concept of zero stock versus low cost countries; Aid to decision making in a plan for the transfer of household waste; And if the price of petrol was multiplied by x?. The innovative recommendations of the Cahiers present areas for reflection applicable to the whole enterprise. To receive the 1st edition of the Cahiers du Génial, please look at the ESLI website <www.esli.fr>

Diary

→ February 2009

International Congress ATEC ITS-France 2009

Vision of the future of transport systems, innovations and possible developments

4 and 5 February

Venue: Palais des Congrès at Versailles

Tel: 01 45 24 09 09

www.atec-tec.net

Logicon 2009 – (Belgium)

Annual Conference for Supply Chain Professionals

From 2 to 4 February

Venue: Hotel Bloom in Brussels

Tel: 44(0)20 7368 9465

www.logiconeuropa.com

→ March 2009

LogiMAT 2009 – Stuttgart

International distribution, handling materials and flow management systems trade fair

From 3 to 5 March

Venue: Stuttgart Fair (Germany)

Tel: + 49(0)89 32391 253

www.logimat-messe.de

Automotive Logistics - Montreux (Suisse)

Rethinking Logistics for a changing market

From 3 to 5 March

Venue: Montreux Palace

Tel: +44 (0)1462 490 609

www.automotivelogisticseurope.com

SITL Real Time

International Logistic solutions trade fair

From 24 to 26 March

Venue: Paris porte de Versailles

Tel: 01 55 21 34 95

www.salon-sitl.com

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