

AGCO/Massey Ferguson

An innovative supply chain management tool

Convincing arguments

"The partnership with the Norbert Dentressangle Group and AGCO Beauvais started off with an urgent need to transport goods from Great Britain. This mission was perfectly accomplished, explains Jean-Luc Forestier, transport manager. Today, Norbert Dentressangle handles all supplies from Great Britain. The Group's size and network, together with an efficient transport system, are what helped us to make up our minds. With the new supply chain steering tool, Norbert Dentressangle has become a decisive and committed partner, a partner that knows the value of its services and displays its indicators transparently; with a 98% success rate, they're certainly up to our standards."

The strength of the offer

It's a first for Norbert Dentressangle: opening its Internet portal to a customer and its suppliers to enhance its transport offer with an information system updated in real-time. "In two clicks, AGCO and Norbert Dentressangle can share the same information relating to quality, budget and volume for each supplier, from anywhere in the world, thanks to a simple Internet connection, states Olivier Mirio, sales manager Ile-de-France, in charge of AGCO. It's a new service in terms of information systems. We like to be at the cutting-edge."

Since 1961, almost 800,000 tractors of the Massey Ferguson brand have left the Beauvais plant. Beauvais is one of 13 production sites in the world belonging to AGCO Corporation, an American group that bought out Massey Ferguson in 1995.

Today, the Beauvais plant is AGCO Group's biggest site in terms of turnover, and the second in terms of units produced (18,500 tractors per year). Almost 70% of production is exported to more than 100 countries. 80% of tractors sport the colours of the Massey Ferguson brand, alongside Challenger, Iseki, etc.

Always one step ahead

The Beauvais plant covers an area of 30 hectares and employs 1,100 people. *"Ours is an emblematic company because the end product can be seen anywhere in the world, André Lair, Director of the site since 1994, likes to say. The brand has transcended generations."* Indeed, the company is the industrial heritage of two brilliant 19th century engineers, the American Massey and the Englishman Ferguson. It has become world leader in farming equipment, from design to manufacturing: tractors, harvesters, tools, road and gardening equipment. Today, AGCO sells its products in more than 140 countries via a network of 5,000 specialist dealers that give advice and assistance.

In Beauvais, 65 to 300 CV tractors leave the production lines, assembled from parts from all over the world. 160 vehicles arrive at the site each day, including 3 or 4 Norbert Dentressangle vehicles. *"I have one carrier per country, explains Jean-Luc Forestier, responsible for transport, customs, supplies and internal flows. Norbert Dentressangle was the first to propose a supply chain management tool. It means I can manage and optimise supplies from our fifty British suppliers."*

AGCO and its suppliers have special access to the Norbert Dentressangle Group's web portal. It is used to place orders and to find out about pick-up times. Norbert Dentressangle informs AGCO about the status of the service, with one rule: order on day 1, pick-up on day 2, delivery to AGCO on day 3 before 9.30 a.m.

"The system provides an overview in real-time of the situation of goods and also helps to better monitor supplies", observes Jean-Luc Forestier.

Supply chain management is a factor that makes companies stay one step ahead of their competitors.

