

The Catalyst for Logistics Excellence

**PASS IT ON...**



# forward.

## The Catalyst Logistics Newsletter Number 3

### The pace of development at Catalyst continues!

Our launch of the LogiMap toolset to support our industry leading approach to modelling logistics networks has been very successful. We are already well advanced into the development of the second generation, web hosted version of LogiMap.

### LogiMap – Second Generation

**LogiMap** in Windows form has helped us deliver bottom line benefits to a number of major organisations. Second generation **LogiMap** now continues this theme on a hosted web platform. This offers all the usual benefits of our highly configurable network modelling toolset plus:

- No impact on your internal IT resources
- Accessible from any internet connection
- Latest map data from online sources
- Sustainable logistics support
- Visibility of the results to a wide audience
- Report generation facilities
- Data extracts into office tools such as Excel.



### LogiMap Forecasting

First generation **LogiMap** provided extensive analysis of operational data. Second generation **LogiMap** adds a powerful real-world forecasting engine.

**LogiMap's** forecasting engine provides the following facilities:

- Import of operational data
- Copy history data as base forecast
- 'Event manager' to take noise out of history & add in planned events
- Variety of numeric, % and profiled uplift patterns

Rather than using complex mathematics, **LogiMap's** forecasting engine utilises the wealth of internal knowledge about major events such as acquisitions, network changes, and major new business,

that have more influence on activity levels than typical fluctuations in customer demand patterns.

### New LogiMap Microsite

Further details of **LogiMap** will be made available via our new microsite dedicated to **LogiMap**. For details please see [www.catalyst-logistics.co.uk/products.aspx](http://www.catalyst-logistics.co.uk/products.aspx)

### Sustainable Logistics

Dr David Hickie (see Team Update) is providing industry leading direction of our comprehensive sustainable logistics service. This has included adding the capability of carbon impact analysis to second generation **LogiMap**.

### Carbon – the Third Dimension of Supply Chain Trade Offs

Carbon has joined customer service and the cost of providing that service as the third dimension of supply chain trade offs. Our unique approach considers how the carbon impacts of logistics networks can be measured on a par with operational costs. We can then show a sensitivity analysis of different carbon strategies as impacted by legislation, taxation and customer buying patterns.

The key point here is that expressing carbon in terms of carbon offsets or traded carbon values is not particularly realistic or stable. Our proposition is that the real incentive to reduce carbon usage is by providing your customers the opportunity to meet their green objectives through you. Hence, the cost of avoiding carbon reduction can be measured in terms of the net contribution attributable to business lost by not reducing it!



Net contribution (revenue less direct costs attributable to activities) is the main measure we use to identify the benefits of logistics network changes. By expressing carbon reduction in the same terms we have a workable means of building carbon impacts into our ongoing supply chain decision making processes.

Watch out for more forthcoming views from David and the team in the exciting area of sustainable logistics!

## LogiMap Second Generation Case Study

Our initial implementation of second generation **LogiMap** is a complete web based forecasting and network costing system for an FMCG industry customer. This is an important implementation as it makes use of all three transport, warehousing and inventory modules as well as the new LogiMap forecasting engine.

The functionality involved is as follows:

### Network Modelling

- Operational data import
- Forecasting engine
- Depot location planning
- Boundary analysis

### Warehouse Planner

- Hub activity costing
- Manpower planning
- Depot activity costing

### Transport Planner

- Primary transport routing
- Capacity planning
- Activity based costing

### Inventory Planner

- Inventory deployment
- Inventory space planning

### LogiMap Cube

- Network KPI reporting
- Extract to Office / Excel.

### Further Information

Look out for more on our products and services in future newsletters and on our web site at [www.catalyst-logistics.co.uk](http://www.catalyst-logistics.co.uk)

## Team Update

We are pleased to welcome two new members to the Catalyst team.

Chris Clinton has joined the team to lead the development of **LogiMap**. He is a well qualified consultant developer with a degree in Engineering, Economics and Management from Oxford University and an MSc in Information Technology from de Montfort University.

Dr David Hickie joins us as an advisor to the team on sustainable logistics. His training as a civil engineer and experience at Director level enables him to actively contribute to the development of sustainable engineering solutions, from initial design through to practical implementation on site.

## Recruitment

Due to the success of LogiMap we are recruiting to expand our logistics consultant and development team.

## More Information

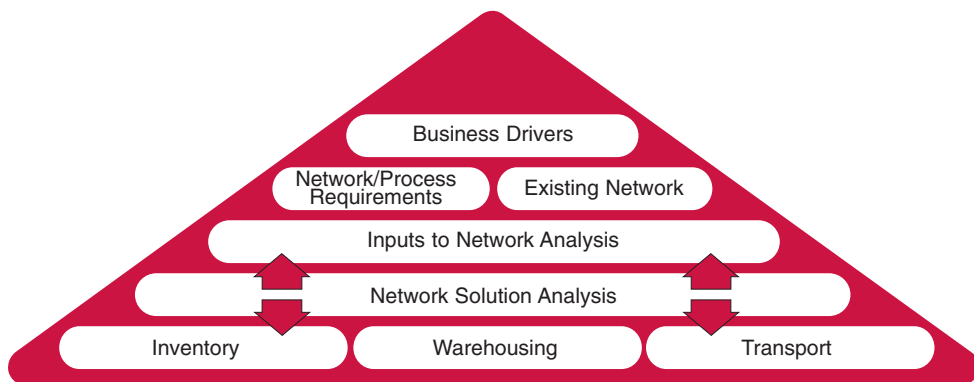
For further information about our services or recruitment opportunities please contact Jeremy Batchelor or Carole Atwell at our offices in Fenny Drayton on 01827 714851 Alternatively drop them a line at [info@catalyst-logistics.co.uk](mailto:info@catalyst-logistics.co.uk)

We look forward to hearing from you.

# Introducing a benefits driven approach to analysing logistics networks...

Our passion is **Logistics** and our methodology for analysing logistics networks is based on over 40 combined years industry experience and our background with **Europe's leading centre of excellence in Logistics and Supply Chain Management**.

The approach applies scientific techniques to achieve **Excellence in Logistics** and thereby delivering improved bottom line results.



Our clients include many blue chip companies in logistics-intensive industries including food and drink, automotive, logistics services, retail, construction, high tech, government, education and oil.

**Speak to our consultants today to see how we can improve your business Tel: +44 (0)1827 714851**

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