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CASE STUDY
ORCA
+
PARMALAT CANADA



THE CHALLENGE

Parmalat Canada found that they weren't getting the analytics they required from their original freight auditor. Tony Camara, Parmalat's DSD Manager in Ontario, comments, "Our original freight audit company was very expensive and truly not providing all of the information and data analytics that we needed." Parmalat wanted to better understand their freight costs, analyze their laneways, track on-time delivery and avoid late fines, all in addition to ensuring carriers were being paid correctly and on time.

ORCA'S CUSTOM REPORTING AND PARTNERSHIP APPROACH SAVE PARMALAT VALUABLE FTE TIME

ABOUT THE CLIENT

With nearly 140 years of brand heritage in the Canadian dairy industry, Parmalat Canada is one of the largest, most dynamic food group companies in the country. They have 16 operating facilities and employ more than 2,900 people.

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PEOPLE OVER
PROFITS



KNOWLEDGE OVER
INTUITION



EVOLUTION OVER
LEGACY



INNOVATION OVER
EVERYTHING

THE SOLUTION

Parmalat performed a large RFP and chose Orca, “the company that offered the highest service levels and analytics intelligence, all at the best overall cost,” notes Camara. “Orca provided us with a package of freight payment and audit functions, along with ongoing custom reporting that they would create for us. At the time it was exactly what we needed, but over the years Orca has grown to become so much more to us.”

Orca works closely with Parmalat to produce their weekly management report, featuring the KPIs of Parmalat’s choosing. Camara comments, “That critical report contains all of our financial information, and it allows us to take a real-time look at what our costs are for any lane, servicing any customer. It also has on-time delivery data, as well as flagging customers that received late shipments and may fine us.” He continues, “The management report is essential to our business success. It enables us to know in real-time exactly what our costs are, which also makes it an indispensable P&L tool for quoting new business.”

Orca also provides ad hoc reporting and analysis when Parmalat requires it. Camara comments, “Every time I request something extraordinary from Orca, whether it’s analyzing carrier increases or producing custom reporting, they are always more than willing and fully able to provide it. Orca is always there to help us.”

WITH ORCA YOU’RE INVESTING IN A PARTNER, NOT A SERVICE.

At Orca, we understand that every supply chain is unique. We combine intuitive technologies with smarter processes to create efficiencies that save you money. Going far beyond verifying, correcting and paying freight bills, we solve your logistics and operations challenges by empowering your supply chain with critical intelligence. Our solution is customized to your needs, leading to deeper insights and higher cost savings.

“ORCA IS INTEGRAL TO RUNNING OUR BUSINESS.”

— TONY CAMARA, MANAGER,
DSD (DIRECT STORE DELIVERY) ONTARIO
AT PARMALAT CANADA

THE RESULTS

Orca saves Parmalat valuable FTE time and helps keep their logistics team lean. “We’re a rather large company, and yet the reason why I’m able to keep my department so slim is because a lot of the activity is being performed by Orca,” notes Camara. “If I were to look at their importance to our business and the value they provide, I would say they are as important as my transportation company getting the product to the store.”

Orca approaches Parmalat as a partner, not a service, and so each year they work with Parmalat’s carriers to confirm the previous year’s invoices have been paid. Camara comments, “We don’t get those mid-year requests for invoice payments from the year before that other companies might stumble upon – all because Orca has helped us be proactive and have carriers sign off on the past year.” He continues, “From a financial perspective, the actual cost versus the service we get from Orca is very advantageous to us. I’m sure they have lots of customers, but I always feel like we’re a top priority customer to them.”

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Looking for a freight audit
and analytics partner to
help you build a smarter
supply chain?

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Let’s get started.