

# PROTEO

## CASE STUDY: WOODALL TRANSPORT GROUP



### Woodall Transport Group

#### Project:

Deploying an end to end transport management solution for smart haulage management.

#### The Client:

Founded in the early 1930's by Jack Woodall, Woodall Transport was mainly used for transporting Hercules Bicycles. The business swiftly acquired a prestigious, long-standing relationship with Dunlop Tyres and continued through the Second World War. After having to start up again

after nationalisation, the Woodall Group has rapidly grown through the 1950's and 1960's, both organically and via acquisitions, gaining an impressive list of clients like Cadbury.

In 2014 the Group moved to prestigious premises with enhanced office space and much larger warehousing facilities in Birmingham, allowing addition of new services and expansion of their portfolio of logistics solutions.

#### Perfect blend of Legacy and Technology:

The Woodall Group has a progressive policy for business growth and they continue to invest heavily in their IT systems, procedures and staff. With a deep well of legacy and experience to draw from,

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and a technologically progressive leadership – the company looks forward to the next 70 years of fulfilment of freight, consignment stocking, and logistics consultancy requirements through exceptional client partnerships.

### The Challenge:

Woodall understood that to maintain the impeccable level of services they offered to their customer base, a consistent, robust and intelligent logistical system was needed at the heart of their operations.

**Richard Woodall, MD, stated -** *“In the early days the business suffered from a lack of structure and process and the system we had in place did not assist workflow or highlight missing steps in the order to invoice process.”*

The demand to timely provide accurate information to customers when requested and, accurate, in-time invoicing was a frequent need. Requirement for a system that let the business consolidate data, study it to make improvements and plan their routes, driver schedules, daily operations and other sundries also arose. While looking for a system that encompassed all their requirements, over a 30-year period, the Woodall Group were forced to re-invest in 5 systems with little or no progress. Previous systems acted as a container for

information rather than an aid to the business, often resulting in more work. The business had several drivers that contributed to the selection of a new Transport Management System (TMS).

**Richard commented** *“Given our developing infrastructure to enable growth and change, a cloud-based system was important; however, the main driving factor was a system that was adaptable but still able to guide our team through processes to ensure accurate information at all levels”.*

Another major issue was the high expectations of the customer - so good internal processes, operations optimization and automation were a must. The ease of integration with other customer systems like WMS, Accounting software also became a key requirement from their customer base.

### Proteo Enterprise Selection

When Woodall began evaluating several systems, Proteo Enterprise stood out because it was the only forward thinking, modern system on the market. All others that were vetted had not changed for many years and had not kept up with the demands of the industry. Proteo Enterprise looked and felt the part and the team behind it also understood the need to develop and evolve to meet changing

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demands.

The Proteo team has worked closely with Woodall to understand their requirements and needs and customize Proteo Enterprise accordingly.

**Richard commented** *"We needed to ensure that our business partner would support and understand our needs. The Proteo team are always helpful and willing to resolve a situation. There is never a good time to switch systems, however making the transition has been easier than some previous system changes."*

### **Technology and Functionality Benefits :**

Proteo Enterprise offers an order-to-invoice Transport Management System (TMS), designed to automate and integrate manual processes, reduce complexity and giving you a greater day-day

operational grip of the business. Enhanced functionality includes Seamless Integration between the business and the customer including Pallet Networks, reducing time, cost and human error. Having visibility in real-time of collections and deliveries including ETA status has never been easier. The Arrivals Board, Client Portal, POD Scanning & Management, Map Based Drag & Drop Planning together with Proteo Mobile (In-Cab Integration) removes what where disjointed systems into real-time Intelligent Logistics environments.

### **Find Out More:**

<https://proteo.co.uk/features/#arrivals-board>

<https://proteo.co.uk/resources>

### **The client's opinion?**

According to Richard Woodall, Managing Director of Woodall Transport Group:

*"Proteo Enterprise has been a revelation to our business and we have still only scratched the surface of its power. We look forward to the development of the business in the knowledge that we can support any demands thrown at us by our industry. It feels good to be at the forefront of industry thinking."*