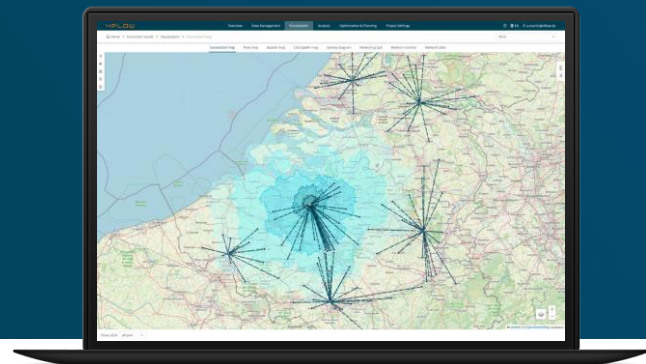




Case Study - Multinational food company

Network and greenfield optimization for a top European FMCG company



The challenge

- › Leading FMCG company with a broad production footprint across Northern and Central Europe
- › Operates a large-scale logistics network with diverse source and delivery points
- › Network delivers to retail customer DCs with tight cost margins on customer-branded products
- › Requires full visibility into current network flows to address service levels and cost pressure

Solution approach

- › Modeled baseline using a distance-based evaluation (instead of actual transport cost)
- › Initiated greenfield network analysis to assess future-state options
- › Launched redesign of customer-to-warehouse allocations for distribution efficiency
- › Included lead-time considerations (isochrone logic) and full SKU-level network modeling to ensure routing transparency

Outcome and benefits of the initial phase of the project:

1 Established visibility into service levels and routing through SKU-level modeling and lead-time mapping

182k shipments analyzed

2 Laid groundwork for greenfield modeling and customer allocation redesign

2.448 customer locations mapped

3 Enables fact-based evaluation of logistics setup under margin pressure

103 Network nodes:
including 24 suppliers,
31 plants and 48 DCs

Retail & FMCG use cases to boost network performance and uncover optimization opportunities with 4flow



Visualize network flows across your supply chain

Gain complete transparency across production, distribution, and retail channels.



Enhance strategic and tactical decision-making

Provide executives with actionable insights for long-term planning and short-term operational adjustments.



Optimize inventory allocation

Strategically place stock where it is most needed to balance cost efficiency with high service levels.



Greenfield and brownfield analysis

Ideal for evaluating new production or distribution sites and reconfiguring existing networks.



Simulate network scenarios and anticipate changes

Evaluate "what-if" scenarios for changes in demand, new product launches, or regional expansions before committing resources



Reduce operational costs

Identify and eliminate inefficiencies in transport, warehousing, and inventory management.

Our supply chain expertise

Real results with 4flow

20%+

Savings in logistics costs

10%+

Reduction in inventory levels

20%+

Increase in process efficiency

Interested or have questions? Contact us!

Get in touch to have your questions answered or to schedule a live demo of our software solutions.

We look forward to hearing from you.



About 4flow

4flow is a leading provider of supply chain consulting, software and fourth-party logistics (4PL) services. With this cross-functional competency, we are able to meet and exceed the highest standards of quality and innovation.

20+

offices in Europe, North America, South America and Asia

1300+

team members globally

400+

customers globally

4flow customers include:

AGCO BASF BD BMW Bosch

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