

Madcap Dynamic Transport Scheduling Case Study



Westland Milk Products is a milk processing company based on the West Coast of the South Island in New Zealand - www.westland.co.nz

Westland Milk Products is an independent New Zealand co-operative dairy company producing a diverse range of dairy ingredients for nutritional, food or beverage applications which include milk powders, milk fat and milk protein products.

After deregulation of the dairy industry in 2001 and the subsequent amalgamation of most of the dairy companies, Westland Milk Products remained independent. There are more than 380 farmer shareholders supplying milk to the company, which has a history of over 60 years of dairy processing.

With a milk collection area of 23,000 square kilometers they collect and process 500,000,000 litres of milk per annum from their supplier base.



Westland & Madcap

Westland Milk Products have used the Madcap suite of products since 1987 when Madcap version 4 was installed. Currently they operate Madcap version 6. Over the years the Madcap system has been used more and more within the co-operative and now covers the entire front end of their supplier chain covering:

- Transport scheduling
- The collection of raw milk
- Laboratory management
- Payment to suppliers
- Share registry
- Suppliers portal

Dynamic Transport Scheduling in Practice



Recently Westland Milk Products became the first user of the newest Madcap module, Transport scheduling. Contec Group started development of the transport scheduling module in response to customer demand. The brief was to develop a fully functional transport scheduling system, integrated into Madcap with the ability to leverage off the existing Madcap data set. As an integrated part of the system it would be specific to the dairy industry and take into account the variable aspects of milk collection as opposed to fixed route planning.

The module was commissioned on 1st of August 2009 as scheduled and has now operated through the peak of the season in New Zealand successfully, with higher efficiency than the system it replaced. The system successfully navigated the season start up complications as well as handling the issues involved with multiple product collections (Colostrum and Raw milk) within the same integrated system.

During the milking season Westland Milk Products operate a fleet of twenty five milk tankers on a 24 hour basis running up to 100 loads per day.

Contec Group researched the market for transport scheduling products before development of the system commenced and as such the system does introduce a number of new areas of functionality that Westland did not have within their existing system. The fact that the system is able to already enhance the utilization of the milk collection resources at Westland Milk Products as well as providing enhanced functionality that can be progressively adopted, allows Westland Milk Products a fast return on investment and greater efficiency in future years.

As a result of the enhanced functionality and low integration costs and tanker utilization rates now routinely exceed 98% of available capacity

Westland Milk Products Information Technology manager, Darren Wilson believes that a positive return on investment for the project will easily be achieved within one year.

Future Developments

The company will soon be deploying truck based management systems to its 100% co-operative owned tanker fleet. The ability for the transport scheduling system to integrate with such systems is vital, so that critical pieces of tanker related information can be used by scheduling personnel. Contec Group have developed the scheduling system so that it can be connected to a variety of truck based systems in short order, further enhancing payback on the original investment in the system.

Future considerations for the co-operative may also involve on farm tank monitoring as this technology becomes more mature.

As part of the scheduling system development Contec Group has already taken this potential need into consideration, meaning when required the functionality will be available. This ensures the transport scheduling requirements of Westland Milk Products are catered for now, and well into the future on a modern and leading edge platform.

Further Information

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