



The Association of European Vehicle Logistics

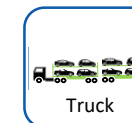
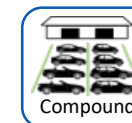
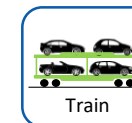
Project Caesar

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Geert Rossaert

Mazda Motor Logistics Europe



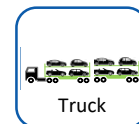
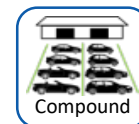
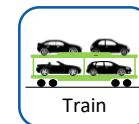
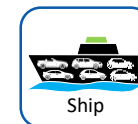
Project Caesar - Vision



“ To create an European industry standard for forecasting and volume planning as a part of our toolbox for members and OEMs ”

Wolfgang Göbel

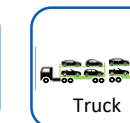
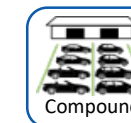
President of the Association of European Vehicle Logistics (ECG)





Project Caesar - Origins

- **ECG Efficiency Study 2013**
 - Identified greatest area of inefficiency caused by **poor planning, forecasts and lack of standards**
- **ECG Industry Meeting 2016**
 - Launched Capacity Working Group to look at all aspects, concluding that:
 - Inadequate and insufficient forecast accuracy from OEMs results in misalignment of capacity to demand. This in turn creates inefficient fleet utilisation, capacity shortfalls and associated hidden cost OEMs & LSPs
- **Concept of the Project 'Caesar' is born**
 - To improve forecasts in the FVL industry by **introducing a toolbox of 'good practices'**
 - ECG funded external expert support to facilitate the project





Project Caesar - Timeline & status

Phase I

Phase II

Study & survey phase
Mar. 2018 – Apr. 2018
6 OEMs and 6 LSPs interviewed, benchmarks, ...

Pilots validating the
standard process
Oct. 2018 – Apr. 2019

2017

2018

2019

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Q1

Q2



**Elaboration of
process**

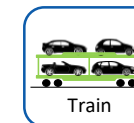
A toolbox of good practices
developed to use in Phase
II

Project Caesar
Approved
Feb. 2017

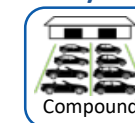
**ECG Standard for vehicle logistics
forecasting, A methodology**
Publication
May 2019



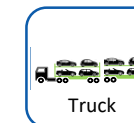
Ship



Train



Compound



Truck



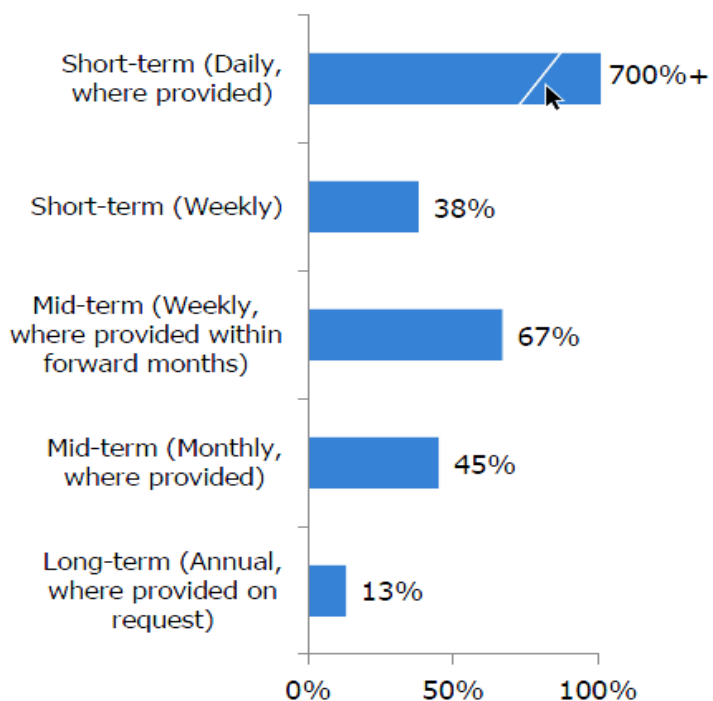
Barge



Why is there a need for agreed standards and tools?

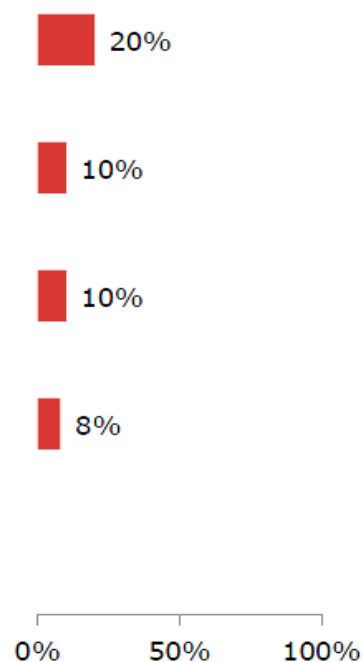
High variances from forecast

Example: compound to dealer
typical variance quoted



Significant potential

Example: best observed



Direct and indirect costs

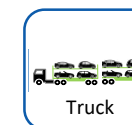
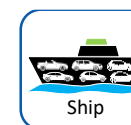
Example

- Capacity shortfall due to deviation from forecast
- +20% from forecast for one week of route demand
- Spot market supply required from sub-contractors
- Additional trucks and drivers at premium rates

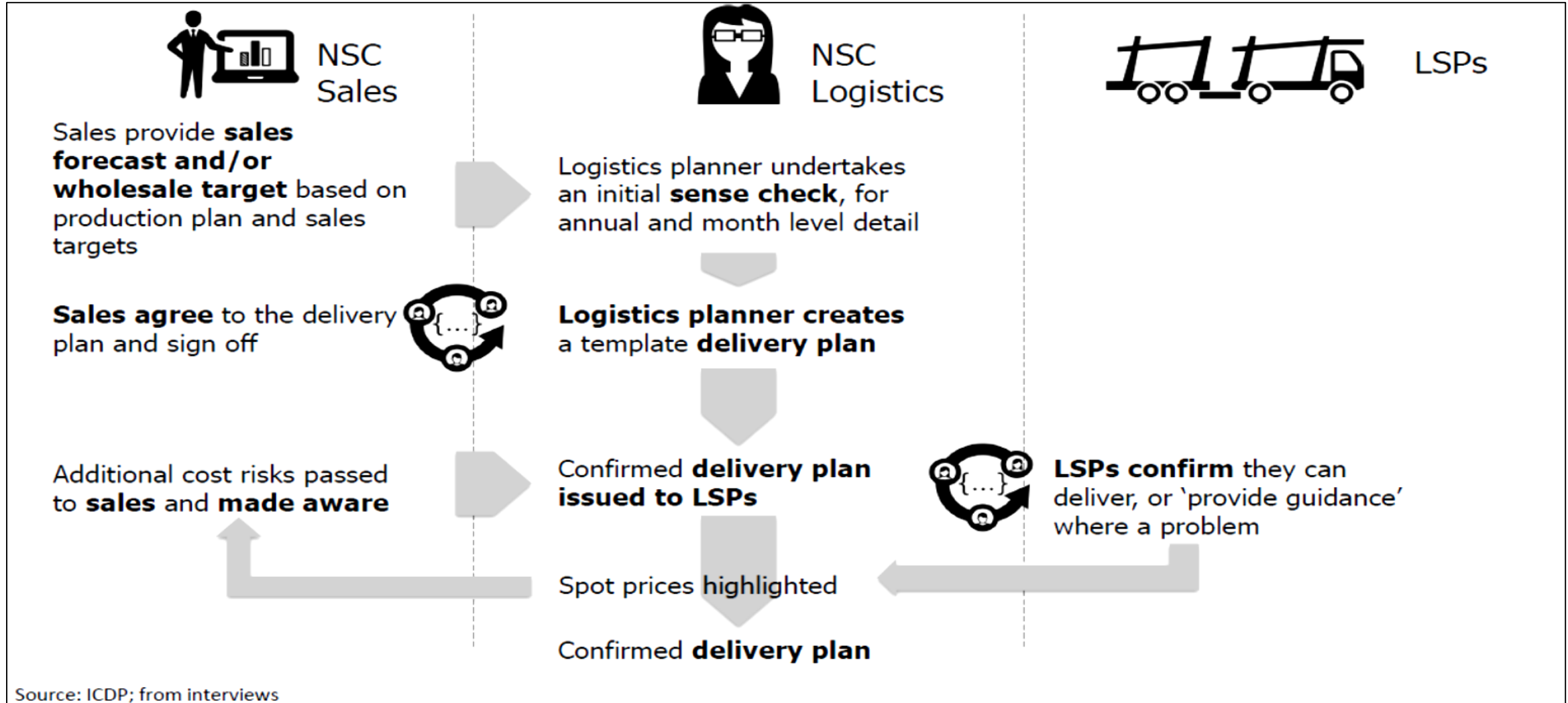
Example

- Capacity underutilisation due to deviation from forecast
- -20% from forecast for one week of route demand
- Unused trucks and drivers as overhead penalty
- Network impacts

Source: ICDP; from interviews; variance combined, plus and minus



Toolbox example: well managed forecast review process for compound to dealer deliver chain



Source: ICDP; from interviews

Pilot Caesar - Key learnings

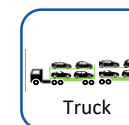
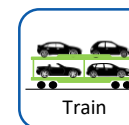
Good practice in forecasting and planning is about ...

- **Process**

- Well-structured & continuous
- Mutual understanding
- Steering meetings
- Standards

- **People**

- Dedication, participation,
- Teamwork, management of expectations
- Communication

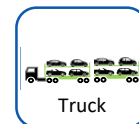
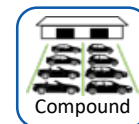
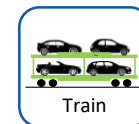
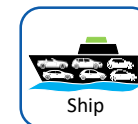


Next steps & vision



Project Caesar is not the end ... it is just the beginning

- Project Caesar as **starting point** for a standard for the industry (ECG Master- Standard published May 2019)
- Best practices for forecasting to be shared with ECG to further **improve the process and master- standard**
- Development of a **software** to support the forecasting process



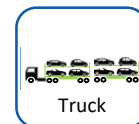
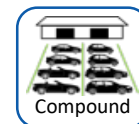
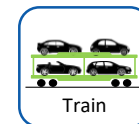
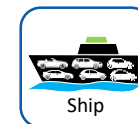
Next steps & vision



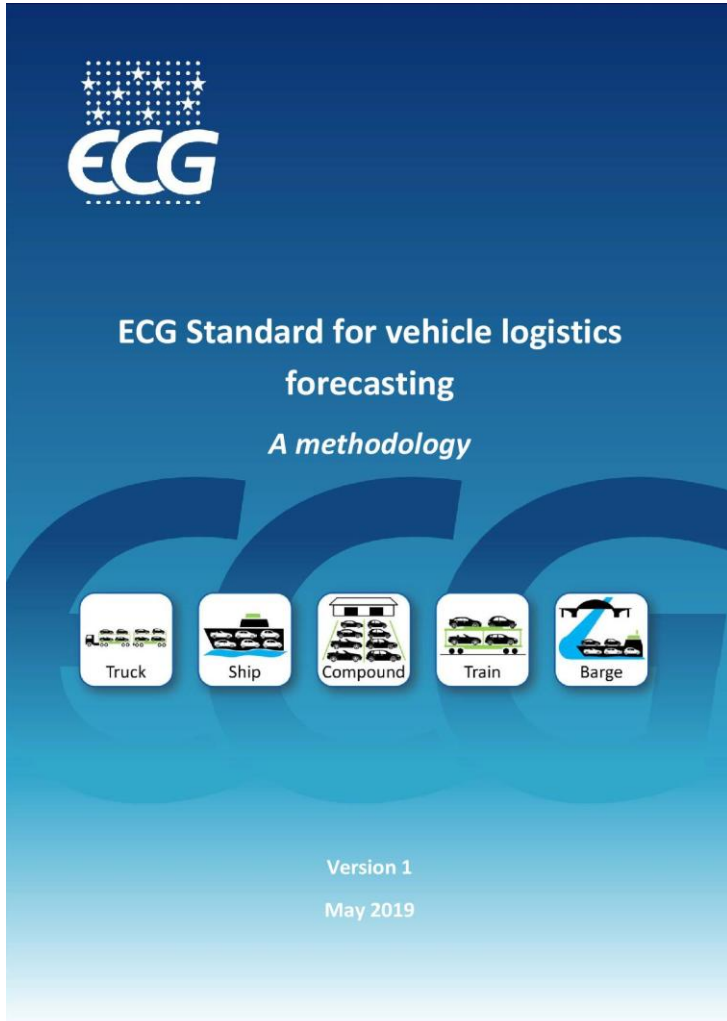
Project Caesar is not the end ... it is just the beginning

Your contribution matters ...

- What do you consider to be the current **bottlenecks for this process** ?
- What kind of engagement is needed to **get this process implemented** ?



Thank you for your support



Download & learn more about...

- ECG Standard for vehicle logistics forecasting
- Project Caesar presentation

Publication May 2019

www.ecgassociation.eu

