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CEMENT & BUILDING MATERIALS · MULTIMODAL LOGISTICS

How a Major Cement Manufacturer Unified Three Logistics Systems and Gained Full Visibility Across Outbound, In-Plant, and Return Operations

Multimodal Logistics Orchestration, Centralized Control, and a Single Operating Model for a High-Volume Cement Operation

INDUSTRY	FLOWS	COMPLEXITY	SCALE	PREVIOUS
Cement & Building Materials	Outbound + In-Plant + Return	Multi-flow, multi-system	High-volume national distribution	Legacy Systems and Manual Processes.

IMPACT AT A GLANCE

66%	25–35%	40–50%	30–40%
System Fragmentation Reduced Unified platform replaced three disconnected systems	Coordination Reduced Lower manual coordination effort across logistics teams	Exception Response Faster Earlier issue detection and structured resolution	Decision Speed Improved Faster action with consolidated real-time data

BACKGROUND & SITUATION

The Operating Environment

Cement logistics runs across three distinct movement types: outbound to dealers and customers, in-plant material handling, and return-to-plant flows. Each carries its own operational complexity and each must run reliably for plant throughput and customer commitments to hold.

When these flows are managed in isolation, a disruption in any one cascades through the others before anyone with a view of the full picture can act. At high volumes and across a distributed plant network, the cost of fragmented visibility is not just operational , it is financial.

Three separate logistics systems meant three operational views with no connection between them. Leadership had no consolidated picture of logistics performance, cost, or risk across the network.

TRIGGER FOR CHANGE

The Need for Unified Control

Benchmarking across plants required manual aggregation from multiple sources. Coordination between logistics teams was duplicated, adding cost and response time with volume.

Three separate logistics systems meant three operational views with no connection between them. Leadership had no consolidated picture of logistics performance, cost, or risk across the network and the gap was growing as volumes scaled.

THE CHALLENGE

Key Barriers to Operational Excellence

Fragmented logistics management across three independent systems created interconnected operational barriers that compounded at scale.

Siloed Flow Management

Outbound, in-plant, and return flows managed in separate systems with no cross-flow visibility or coordination.

Cascading Disruptions

Disruptions in one flow propagated to others before they could be detected and resolved, amplifying impact.

Duplicated Coordination

Coordination between logistics teams was duplicated, adding cost and response time with each increase in volume.

Reactive Exception Handling

No structured mechanism to detect problems early; exception handling was reactive and often too late.

No Unified Leadership View

Leadership had no unified view of logistics performance, costs, or operational risk across the network.

Inconsistent Execution Standards

Operational standards and execution discipline could not be applied consistently across flows and plants.

THE SOLUTION

Unified Multimodal Logistics Orchestration Platform

Enmovil brought outbound deliveries, in-plant movements, and return-to-plant flows into a single execution layer. For the first time, all three movement types ran under a common operating model with standardized workflows and structured handoffs between stages. The coordination overhead from managing three separate systems was removed at the source.

A centralized control tower gave operations and leadership teams real-time visibility across all movement types and plant locations simultaneously. When a disruption occurred in any flow, it was visible immediately and resolvable before it cascaded into adjacent operations.

One set of KPIs now applies consistently across all logistics flows. Leadership gained the consolidated performance view needed to identify cost drivers, benchmark execution across plants, and make operational decisions from data rather than from fragmented team reports.

CAPABILITIES DELIVERED

1 Unified Logistics Execution

- Unified platform across outbound, in-plant, and return flows
- Seamless mode switching between movement types
- Standardized workflows across all logistics stages

2 Real-Time Control Tower

- Centralized control tower with real-time tracking
- Cross-flow visibility across all plant locations
- Unified dispatch and execution tracking

3 Exception Management & Governance

- Structured exception management and early detection
- Single KPI framework across all logistics flows
- Cross-flow disruption detection before cascading

4 Performance Intelligence

- Consolidated performance monitoring for leadership
- Scalable operating model for distribution growth
- Plant-level benchmarking from unified data

KEY VALUE DRIVERS

Operational Efficiency

- Three disconnected logistics systems replaced by one unified platform
- Coordination overhead removed across outbound, in-plant, and return teams
- Manual effort reduced through standardized workflows across all flows
- Duplication between logistics management teams eliminated

Execution Control

- 100% visibility across all logistics movement types achieved
- Disruptions in any flow now detected before cascading to others
- Structured exception management and early resolution in place
- Consistent execution discipline applied across all logistics stages

Strategic Impact

- Leadership gained a consolidated view of logistics performance
- Single KPI framework enables plant-level benchmarking
- Cost drivers now identifiable and addressable from one platform
- Scalable operating model ready for distribution volume growth

STRATEGIC IMPACT

Cement logistics that ran across three separate systems and three separate teams now runs as one unified operation. Multiple movement types share a common visibility layer, a common set of standards, and a common performance framework, giving leadership the control and clarity to manage operations at scale.