

供应链

德国 WITRON 承担起对顾客的责任

文 | Christian Dietl

目前，零售业物流正处于大爆炸期。这也影响着消费者、商贸和物流。

现在，无论是食品或是非食品领域的零售业几乎均处于爆炸期。除了质量和价格的因素外，人们特别关注的供货时间问题对消费者来说成了关键性的因素。很明显，现在存在着典范转移。长时间以来，供应链变成了一个消费者控制链，过去传统意义上物流是企业里的物流服务，而今天，物流启动未来商业模式。因为或早或迟须考虑多种商业模式而且是努力实现多种商业模式这样，物流便被称之为未来商业模式的启动者物流对一个流程的经济性产生着巨大影响。

无论是在研发新的物流模块方面，还是在设计个性化顾客物流服务和物流企业的模式方面，德国 WITRON 物流和信息有限公司始终在努力应对市场的挑战，作为一家集团总公司，公司的产品配置广泛。公司的物流规划设计、项目实施以及高动力性物品选择装置的服务均在世界范围内享有盛名。现在，德国 WITRON 又对我们的顾客担负起更多的责任。

德国 WITRON 公司将该公司的

“WITRON 库房管理”（“WITRON Warehouse Operation”）技术解决方案称之为迄今为止“机械化”物流界唯一一次运作范围的扩大。这样，德国 WITRON 公司不仅仅是规划和实施自动化配送中心，而且还通过一个现场服务团队（On-Site-Service-Team）一天 24 h 保证最佳可使用性。除此之外，我们作为服务商还用本公司的人员负责从物流作业流程的货物入库、货物挑选、运行路线规划、发货直至如人事、劳动安全、部门保护和保洁等相关的行政管理业务的整个库房运作。

据公司一家美国的客户称，该公司将整个库房运作的责任转交给 WITRON 公司，从而能够获得将自己的注意力集中到进一步加强自身业务能力的必要空间。对于企业来说，在市场急剧变化的年代能够将首要关注点放在自己的核心业务即贸易上是十分重要的。之所以能够实现这一点的背景是，客户信任公司几十年来创建起来的物流和服务技术诀窍。采用 WITRON 公司物流和服务技术能够确保库房运行持续满足应对各种新的市场状况挑战的要求。



更多精彩请扫描二维码



图 1 德国 WITRON 物流和信息有限公司的授权人员 & 行政服务主管 Christian Dietl 说：“零售业物流正处于大爆炸期。供应链变成了一个消费者控制链”

近年来，WITRON 公司开始作为设备供应商寻找客户。尤其是，当客户将原来的手工作业库房转换为自动化物流流程库房在一定程度上涉及到一个“生产”新领域时更是如此。我们公司从自己长年所积累的广泛经验中得知自己应该如何应对这样的变化。

已经接收了“手头”的客户。现在我们能够自己定义决定性的措施，并且落实这些措施。

首先是在食品零售行业，WITRON 公司已在世界范围内实施了很多标志性项目并且对该行业非常了解。通过加强与该行业客户的联系，WITRON 公司现在已经非常深入的进入到食品零售业的业务流程中，并且具体了解该行业从供货商至食品零售分店或是终端顾客的供应链。

下一物流步骤

如果客户能够在其所有的物流作业地点采用 WITRON 物流技术解决方案进行物流作业，那么，我们确保这些客户能够形成更大的竞争优势。

通过配送中心所有作业流程的垂直联网、供应链流程的水平联网，从而



图 2 德国 WITRON 物流和信息技术有限公司作为一家集团总公司产品配置广泛，该公司的物流规划设计、项目实施以及高动力性物品选择装置的服务在世界范围内享有盛名

形成全面的数据库和清晰的流程，从而生成对所有职能部门准确的作业处理建议，由此还能够可靠得出通过整

个供应链的整体的“个案成本”（“Cost per Case”）。这对于电子商务年代和多渠道物流来说是一个重要优点。[MM]



现代制造



MM 现代制造 2017 工业展会日历

工业展会日历 2018 抢先预订!

January 一月	February 二月	March 三月	April 四月	May 五月	June 六月	July 七月	August 八月	September 九月	October 十月	November 十一月	December 十二月
1st Jan	1st Feb	1st Mar	1st Apr	1st May	1st Jun	1st Jul	1st Aug	1st Sep	1st Oct	1st Nov	1st Dec
2nd Jan	2nd Feb	2nd Mar	2nd Apr	2nd May	2nd Jun	2nd Jul	2nd Aug	2nd Sep	2nd Oct	2nd Nov	2nd Dec
3rd Jan	3rd Feb	3rd Mar	3rd Apr	3rd May	3rd Jun	3rd Jul	3rd Aug	3rd Sep	3rd Oct	3rd Nov	3rd Dec
4th Jan	4th Feb	4th Mar	4th Apr	4th May	4th Jun	4th Jul	4th Aug	4th Sep	4th Oct	4th Nov	4th Dec
5th Jan	5th Feb	5th Mar	5th Apr	5th May	5th Jun	5th Jul	5th Aug	5th Sep	5th Oct	5th Nov	5th Dec
6th Jan	6th Feb	6th Mar	6th Apr	6th May	6th Jun	6th Jul	6th Aug	6th Sep	6th Oct	6th Nov	6th Dec
7th Jan	7th Feb	7th Mar	7th Apr	7th May	7th Jun	7th Jul	7th Aug	7th Sep	7th Oct	7th Nov	7th Dec
8th Jan	8th Feb	8th Mar	8th Apr	8th May	8th Jun	8th Jul	8th Aug	8th Sep	8th Oct	8th Nov	8th Dec
9th Jan	9th Feb	9th Mar	9th Apr	9th May	9th Jun	9th Jul	9th Aug	9th Sep	9th Oct	9th Nov	9th Dec
10th Jan	10th Feb	10th Mar	10th Apr	10th May	10th Jun	10th Jul	10th Aug	10th Sep	10th Oct	10th Nov	10th Dec
11th Jan	11th Feb	11th Mar	11th Apr	11th May	11th Jun	11th Jul	11th Aug	11th Sep	11th Oct	11th Nov	11th Dec
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15th Jan	15th Feb	15th Mar	15th Apr	15th May	15th Jun	15th Jul	15th Aug	15th Sep	15th Oct	15th Nov	15th Dec
16th Jan	16th Feb	16th Mar	16th Apr	16th May	16th Jun	16th Jul	16th Aug	16th Sep	16th Oct	16th Nov	16th Dec
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19th Jan	19th Feb	19th Mar	19th Apr	19th May	19th Jun	19th Jul	19th Aug	19th Sep	19th Oct	19th Nov	19th Dec
20th Jan	20th Feb	20th Mar	20th Apr	20th May	20th Jun	20th Jul	20th Aug	20th Sep	20th Oct	20th Nov	20th Dec
21st Jan	21st Feb	21st Mar	21st Apr	21st May	21st Jun	21st Jul	21st Aug	21st Sep	21st Oct	21st Nov	21st Dec
22nd Jan	22nd Feb	22nd Mar	22nd Apr	22nd May	22nd Jun	22nd Jul	22nd Aug	22nd Sep	22nd Oct	22nd Nov	22nd Dec
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30th Jan	30th Feb	30th Mar	30th Apr	30th May	30th Jun	30th Jul	30th Aug	30th Sep	30th Oct	30th Nov	30th Dec
31st Jan	31st Feb	31st Mar	31st Apr	31st May	31st Jun	31st Jul	31st Aug	31st Sep	31st Oct	31st Nov	31st Dec

联系我们: 电话 (Tel): +86-10-63326090-98 传真 (Fax): +86-10-63326099 E-mail: mm@vogel.com.cn

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