

## MINI Adventure Massive Family Fun in the Sun



Rudolph and Hellmann Automotive were invited to take part in a Family Day at Plant Oxford. This was an opportunity for associates' families to view production facilities and gain an insight into working lives at the plant. 8,000 visitors were expected but the actual total was closer to 12,000 during the course of the day.

A number of activities made up the day which involved a host of fun activities located around the plant including live music and a gigantic children's play area with ball pools and inflatables, celebrities including Paddy Hopkirk, Oxford United FC, Peppa Pig & George and Ross Swift, who stole the show with his amazing stunt driving.

The Rudolph and Hellmann Automotive stand and demonstration was a real crowd pleaser. The juggling and the unicycle riding magician drew in the crowds with his entertaining displays and the 'family holiday prize draw' proved a popular attraction with thousands of people entering – the lucky winner being Mr Mariusz Kosciński of BMW Group.

*"The day was a huge success, the Rudolph and Hellmann Automotive stand was absolutely brilliant and entertained lots of people."*

**Miss Hannah Crowder**, TO-410 Manpower Specialist BMW Group

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## Do you really need more space or just better organisation?

**A new client was experiencing rapid growth having inherited an estate of four operational sites and a 'receiving tent'.**

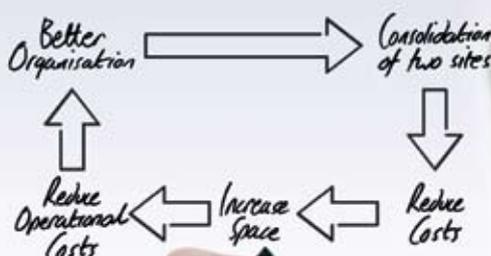
More sites and space means more people and greater levels of held stock, making processing inefficiencies harder to spot because processes which could be combined were operational at different sites.

Growth such as this brings spiralling costs, when everything about manufacturing should be geared to economies of scale – this client was experiencing a parallel acceleration of costs and production.

The Rudolph and Hellmann Automotive COST reduction team undertook a discreet audit and developed a consolidation plan which identified multiple reduction opportunities, which included:

- Better organisation to remove the need for the costly 'receiving tent' and turn stock around more efficiently
- Consolidation of two sites to a single, more cost effective site
- Significantly reduce reverse logistics, waste collection and removal costs
- Freeing up space by increasing sequencing and trackside deliveries
- Reduced operational costs through more effective staffing and stock management

The Rudolph and Hellmann Automotive COST reduction team achieved and delivered all of this ahead of schedule.



## The devil is in the detail and IT systems provide it!



**Information technology is a key component of any business; however in automotive manufacturing where it monitors the continual stream of deliveries, vehicle movements and production requirements, the reliability on the accuracy of data is crucial.**

The data held must be accurate and continually acted upon to maintain efficiency to avoid potentially disastrous consequences.

If a manufacturer chooses a contractor to provide resource and expert analysis – you can be sure they have explored their options since this exerts control over supplier haulier communication, shipping notification and deliveries received and thus has a direct financial impact on plant budgets, production capability and stock.

Outsourcing generally means lower personnel costs but it wouldn't make financial sense unless you could be certain of the integrity of the service, thus the manufacturer must have utmost confidence in the relationship and the ability to deliver a seamless partnership at the heart of the business.

Clients' choose Rudolph and Hellmann Automotive to provide a service beyond typical 'on-site logistics' services offered, placing their trust in us to save them money through proactive review and reporting on dynamic data crucial to the success of the plant, preferring us to exercise control over relevant system driven interfaces.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/it\\_systems](http://www.rh-automotive.co.uk/news-and-case-studies/it_systems)

## Transition to global SAP standard in 18 months!

If you have ever been involved in a localised change of IT systems you will appreciate the potentially debilitating impact that it can have on a business.



Multiply that with global standardisation across multiple automotive manufacturing plants and you will have some idea of the pressure one of our clients faced.

The Rudolph and Hellmann Automotive COST reduction team, a centrally based resource made up of experts in all aspects of automotive manufacturing, supported and project managed the development, training, implementation and system maintenance, of an 18 month project to change the whole customer IT system to a SAP based customer definitive operating system, thus enabling the client to standardise their global network.

The whole project manifested into training over 400 people over a 6 month period – before the system could go live.

Working with the client the new IT system integration was delivered on schedule and £20,000 under budget. The scale of the project and the potential for slippage could have had serious repercussions resulting in loss of manufacturing time, spiralling costs and reputation. It was recognised by the client, that the involvement of Rudolph and Hellmann Automotive was a core component of the successful transition.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/sap\\_standard](http://www.rh-automotive.co.uk/news-and-case-studies/sap_standard)

## Lightweight car special project team

As engineers of continual improvement and change, Rudolph and Hellmann Automotive are better equipped to respond to a 'time and cost sensitive' challenge.



Therefore when a client had to ship out whole car bodies to another country so they could produce a lightweight car for the local market, what options were available?

**In-house or traditional logistics provider?** Having explored the obvious options the client chose to let our special projects team, COST, take up the 6 month contract.

Why? The answer was simple, only Rudolph and Hellmann Automotive could provide the total logistical expertise needed to take delivery and package whole car bodies, arrange the most appropriate transport to the country in question, and work within a flexible framework with no contract.

**Flexibility, experience and a solutions driven approach**

This project was delivered without a hitch because of the solutions focused approach of Rudolph and Hellmann Automotive. Having the entire project efficiently managed by one central trustworthy supplier, who could optimise the activity 'on-site' and work without a contract, meant the client had reduced costs more than if using their own employees whilst experiencing greater flexibility than if contracting the project out to a traditional 3pl.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/lightweight\\_car](http://www.rh-automotive.co.uk/news-and-case-studies/lightweight_car)

## Pick, pack and dispatch on demand to anywhere in the world

Automotive industry globalisation means that plants across the world can share the same components.



This harmonisation has many benefits – especially if there is a shortfall elsewhere in the global network.

Our client was in a dilemma when any plant, anywhere in the world requested a part held by one of their manufacturing vehicles since these infrequent requests did not warrant a dedicated in-house team, causing fulfilment efficiency problems when requests did come.

Plants needed to ensure that all system changes are actioned and documented right from initial requisition to the pick and pack of the part held within the global network. This meant that each part needed to be replaced, the costs needed to be re-allocated and then recouped, alongside necessary liaison with transportation suppliers depending on destination and timescales.

By utilising Rudolph and Hellmann Automotive staff to monitor the data integrity of the advanced shipping notification (ASN) and the electronic data Interface (EDI) information from the client's global parts suppliers, the client ultimately had an 'on demand – outsourced' solution to deliver the services, but on a 'pay as you go' basis, making the management of the service cost centric to the demand and fulfilment of the plant requesting the parts and not an overhead of the donor plant.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/pick\\_pack](http://www.rh-automotive.co.uk/news-and-case-studies/pick_pack)

## Going the extra mile to exhaust all resources

One aspect of modern automotive manufacturing is the continual need to streamline processes through improved parts sequencing so that line feeds and activity are optimised.



Driving down manufacturing costs enables automotive producers to remain competitive and ultimately secures the employment of the majority of the direct workforce. Using an external 'on-site' logistics provider can highlight inefficiencies in working practices which are difficult for a manufacturer to resolve without it being outsourced.

Where the sequencing of parts, such as exhausts, can streamline production line operations it presents other logistical challenges. Exhausts are large, awkward and difficult to handle so, when asked to refine and optimise the line feed, Rudolph and Hellmann Automotive were well aware of the challenges involved. Warehouse space needed to be sourced, operating systems needed to be implemented and dependable transportation loops were required to ensure Just-in-Time delivery, plus, all of this needed to be an activity based cost and not an overhead.

Because the automotive manufacturer outsourced this activity they had several benefits; their production line ran more effectively, it released space line side, and their costs were more transparent. Activity based cost meant costs were in direct relation to production output, giving flexibility in place of fixed employee costs, which remain the same regardless of volume.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/extra\\_mile](http://www.rh-automotive.co.uk/news-and-case-studies/extra_mile)



## Buying power, experience and partnership provide platform for success

A workman is only as good as the tools he uses, it's an old saying but as true today as ever. In automotive on-site logistics the tools are the process, people and plant.

To ensure the high level of service that Rudolph and Hellmann provide to the automotive industry, we have built robust relationships with our partners. After people, the tools that have the biggest impact on our ability to deliver is plant.

This is why we have worked at creating unique partnerships within the automotive sector.

Rudolph and Hellmann's relationships with key automotive manufacturing plant equipment suppliers has been built on straight talking and no-nonsense business, we have a focused buying power so they get better payment terms than many of our competitors, we also have a more direct decision process, so we get better deals.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/buying\\_power](http://www.rh-automotive.co.uk/news-and-case-studies/buying_power)

## How little changes can make a big difference

Reviewing a landscape of stores, stockholding, and processes, which have evolved through organic development rather than process managed, ALWAYS returns a dramatic cost saving.

Because such operational areas often require low staffing levels, relatively little space, and appear to function effectively they typically get overlooked. Even if the business is 100% efficient at operational tasks, process improvement is

a continual review to ensure they also remain 100% effective.

By re-engineering key processes and the physical location of stock, cost savings in excess of £800,000 were delivered. This was achieved by increasing activities within individual processes, thus reducing 'waste' per process.

- Savings – £800,000 per year
- Protects full-time employees



For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/little\\_changes](http://www.rh-automotive.co.uk/news-and-case-studies/little_changes)



## Rudolph and Hellmann Automotive are proud to support the England team

England are competing in Delhi 2010 across 17 sports and 4 para sports in October 2010 – Rudolph and Hellmann Automotive were one of the first companies to pledge support.



With competition between 8000+ athletes from 71 nations who, together, represent 25% of the world's population, the Delhi Games promise to deliver a feast of top-class

sport. Members of the England Team will be up against the best sprinters from the Caribbean, distance runners from Africa, swimmers from Australia and rugby players from New Zealand and South Africa, as well as strong challenges from the other home nations and from the hosts, India.

*"The England team enjoys a long and proud history of success at the Commonwealth Games and, as one of the biggest sporting events in the world, we are proud to be a 'Friend of the England Team, Delhi 2010.' All our employees will get behind the team and feel a real sense of helping them to succeed at one of the largest and most spectacular sporting events in the world!"*

### Jeff Hyde

Finance Director and Company Secretary  
Rudolph and Hellmann Automotive Ltd

For the full case study visit  
[www.rh-automotive.co.uk/news-and-case-studies/england\\_team](http://www.rh-automotive.co.uk/news-and-case-studies/england_team)

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## How can more activity result in reduced cost and greater efficiency?

### Premium space in any automotive manufacturing facility is always line side.

Core to the manufacturing tracks performance is a need for the right part to be available the moment it is required. With the complexity of automotive production today, and the potential for every car being built to a different specification, this space has never been more valuable.

Optimising space by effectively splitting palletised goods and incorporating that into an existing core activity reduces the number of times a pallet is handled; instead of the whole pallet being picked, individual sub containers are picked and delivered.

This 'Just-In-Time' approach means parts can be taken closer to the specific area trackside, allowing parts to be delivered in a more flexible and sequential order.

The Rudolph and Hellmann Automotive team believes that true partnership only emerges when the fringes of operational responsibilities are areas viewed as collaborative opportunities, so looking outside the area contracted enables the big picture to be seen.



- Less pallets stored at line side provided more physical space
- Reduction of operative movement using Just-In-Time smaller deliveries to specific points
- Pre-sequencing made production workers more effective

This 'collaborative viewpoint' to seeking a better way, ensured these changes were realised.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/more\\_activity](http://www.rh-automotive.co.uk/news-and-case-studies/more_activity)

Supply Chain Consultation	Process Implementation	Contract Logistics	FREE Supply Chain Audit & Healthcheck
<p>Discreetly assess your inbound and outbound supply chain and submit a detailed report on the areas you can improve and save money.</p> <ul style="list-style-type: none"> <li>■ Discreet Assessment</li> <li>■ Full Logistics Audit</li> <li>■ Process Mapping</li> <li>■ Process Re-Engineering</li> <li>■ Process Development</li> <li>■ Error Proofing</li> <li>■ Tender Specification Creation</li> </ul>	<p>Set-up your inbound and outbound supply chain to maximise efficiency, recruit and train your people and step away when everything is working.</p> <ul style="list-style-type: none"> <li>■ Consultation and Evaluation</li> <li>■ Recruitment and Implementation</li> <li>■ Spot Audits and Support</li> </ul>	<p>Provide you with a complete out sourced cost centre operating to your SLA and KPI's.</p> <ul style="list-style-type: none"> <li>■ Fixed Term Contracts – from months to years depending upon your requirements</li> <li>■ Rolling Contracts – should you wish to continue a fixed term contract but not wish to enter into another fixed term contract</li> <li>■ Project Based Contracts – if you have a specific, defined project that you would like us to work on</li> </ul>	<p>Our FREE 'on site logistics' audit – carried out under a non-disclosure agreement anywhere in mainland UK. Drive out excess cost and inefficiency from your manufacturing supply chain through better processes, systems and training. Our findings will be reported in full confidence and will provide a detailed analysis of where savings and improvements can be made.</p> <p style="color: red; font-weight: bold; font-size: 1.2em;">To find out more call us on <b>01543 441670</b></p>

