



Focus: Distribution of craft beer

Wenda | Stories 

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- Advanced supply chain traceability and accessibility
 - 100% increase in end-to-end supply chain visibility
 - Supply chain collaboration



Business Needs

Baladin wanted to monitor pallets of its craft beer during 10 shipments from the company's headquarters in Italy to European and non-European customers so that they arrived intact at their destination. Given the need for the product to travel at temperatures below 25 °C, Baladin wanted to control the temperatures remotely, managing user-friendly analytical tools to assess the integrity risks in real time in terms of thermal stress and geolocalization, and to understand the most critical points in the various logistical routes. Baladin also wanted to equip warehouse and shipping department managers with accessible technological tools to monitor their operations and accurately locate problems.



Solution

The Wenda Platform has been set up to monitor real-time temperature and geolocalization of international shipments. Baladin was able to observe both the integrity alerts of its beers during the journey and an overview of the risk points in the supply chain and the micro-climate of the warehouse, in a single dashboard: it learned that during a shipment passing through Zanzibar the cargo remained stationary at customs longer than expected. In addition, Baladin used the multi-access function to enhance supply chain collaboration through different levels of access to data provided to the shipping department, the department that monitors the warehouse and the CEO, who wanted to control and manage data from both departments.



The client

The agricultural brewery Baladin was founded in 1996 as a brewpub (production and direct brewing) in the Langhe, in the province of Cuneo, by its founder and master brewer Teo Musso. Over the course of its history, it changed location several times, meeting the growing production needs until it settled in its modern, vast current location: the Baladin Open Garden, an open space where to transmit the passion for craft beer and the philosophy that guides the creation of each product designed by Teo Musso.

Wenda is the Italian company, with an international footprint, which has created the only cloud, collaborative, all-in-one Platform able to govern temperature and traceability data, from production to sale.

