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*Our experience working collaboratively with Capgemini Australia was excellent. Despite a tight timeline and many variables, the Capgemini team was highly motivated and driven to work with us to deliver an outstanding result for our Innovation Initiative in the digital space. We look forward to future interaction with Capgemini Australia as we continue our digital journey.”*

**Anirban Gupta,**  
Business Relationship Manager  
IT Brambles  
CHEP Australia



## CHEP Pilots a User-friendly Mobile Application to Track and Monitor Asset Transactions

**Capgemini helps CHEP explore digital platforms to transform critical data in real-time to create a seamless customer experience**

### The Situation

CHEP is the leading provider of pallet, container and crate pooling services for the world's largest supply chains. The company provides tailored solutions to meet the unique business requirements of customers across multiple domains: Aerospace, Automotive, Chemical, Consumer Goods, Fresh Food and Manufacturing. A member of the Brambles Group, which provides pooling solutions across 54 countries, CHEP strives to bring strategic value by procuring products and services efficiently, ethically and with quality, through the use of strategic partnerships.

In order to track movement of its assets, CHEP currently uses an online tracking tool based on SAP Portal technology. With this tool, every time a transaction is initiated, CHEP's customers need to login to one of the systems (online or offline) and 'submit' the transaction. For CHEP, capturing these transactions in a timely manner is paramount, along with knowledge of the whereabouts of each asset. This information helps the company and its customers calculate fee payments accurately.

In order to increase efficiency and optimise revenue opportunities, CHEP decided to explore asset management strategies by building a cross-platform mobile application.

## The Solution

Working with Capgemini, CHEP leveraged mobile technology and smart fulfilment models to improve the end-to-end customer experience. Capgemini built the mobile application end-to-end using Software AG mobile suite, which provides a cross platform development environment. Software AG also provided an online Mobile Device Management solution, Appfresh, which was used for device management and application deployment.

The mobile application allows users to track CHEP assets through the creation of transactions and track their statuses. The mobile application, built for iOS and Android platforms using iPhone, iPad, HTC and Samsung devices, works in an offline-online manner. In the absence of a mobile network, the application allows users to feed transaction data, and when mobile connectivity is available, transactions are synched with the network.

## The Result

The initial trials have provided CHEP with visibility of asset transactions as and when they occur – in real-time. Users, both within and outside CHEP, now have a user-friendly tool that helps them track and monitor assets. The mobile application pilot has opened up an entire window of opportunity for CHEP in their pursuit to simplify their current critical and complex activities in their supply chain life cycle. This gives the business greater visibility and insight, enabling them to make better decisions, and cultivates satisfaction and customer loyalty while optimizing revenue opportunities.

## About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

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In collaboration with



## About CHEP

CHEP is an international company dealing in pallet and container pooling services, serving customers in a range of industrial and retail supply chains. CHEP is owned by Brambles Limited, and offers wooden and plastic pallets, small display pallets, crates and IBC containers.

More information is available at:  
[www.chep.com](http://www.chep.com)

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