

Achieving 15% Productivity Gain through Streamlined Sales Center Dispatch with OPS

Client: Grupo Bimbo

Industry: Food Processing & Distribution



Challenge

- Complex last-mile operations
- Low picking productivity
- Increased global demand

Solution

- OPS-MP Mobile Picking
- ERP / WMS integration for digital order dispatching
- Real-time operational visibility and productivity tracking

Results

- Improved picking productivity
- Greater operational visibility and productivity tracking
- Optimized order fulfillment and space utilization



Grupo Bimbo specializes in the production and distribution of fresh and frozen packaged bread, cookies, tortillas, snacks, and confectionery products that reach millions of consumers every day.

Today, the company operates in more than 33 countries across the Americas, Asia, Europe, and Africa, managing a portfolio of over 13,000 products and more than 100 globally recognized brands.

From the start, Grupo Bimbo has been a pioneer in adopting cutting-edge technology to enhance its logistics processes, positioning itself as one of the largest distribution networks in the world.

Challenge #1: Complex last-mile operations

One of the most critical challenges for Grupo Bimbo was managing the complexity of its last-mile distribution process, internally known as the Sales Center Dispatch.

Although the distance between distribution points and delivery locations is relatively short, the operation involves coordinating multiple orders, routes, and delivery schedules within tight timeframes.

This stage of the supply chain required precise execution to ensure that products were delivered on time and to the correct destination. As order volumes increased, the complexity of coordinating picking, loading, and dispatch activities made it more difficult to maintain operational efficiency and consistent service levels.

Challenge #2: Low order fulfillment productivity

Grupo Bimbo identified a significant operational constraint within the order fulfillment process. Drivers were spending nearly 80% of their time picking and preparing orders, limiting the time available for distribution and reducing overall productivity.

This inefficiency made it essential to optimize the picking process in the last mile, not only to streamline operations but also to support the company's broader supply chain objectives of increasing productivity by 30% while reducing logistical waste by 50%.

Challenge #3: Increased global demand

To support its continued global expansion, Grupo Bimbo needed to strengthen its logistics capabilities and improve operational efficiency.

Addressing the impact of rising demand became essential not only to maintain service levels, but also to ensure the company could scale its operations while aligning with its broader supply chain objectives of higher productivity and reduced logistical waste.

Mobile-enabled picking operations

To improve efficiency in its last mile operations, Grupo Bimbo implemented OPS-MP, a mobile solution developed by Argano to optimize order picking processes.

Through the Mobile Picking application, operators can execute picking tasks directly from a mobile phone using digital task lists, eliminating the need for paper based processes and simplifying order fulfillment.

“We revolutionized our warehouse picking process with OPS, an intuitive and easy-to-implement tool that increased execution speed and provided full visibility into assigned tasks. As a result, we achieved a 15% increase in operator productivity, with no additional infrastructure costs, making it a cost effective, flexible, and scalable solution for our global operations.”

Grupo Bimbo Logistics Team

The system allows pickers to receive, manage, and complete tasks through an intuitive interface compatible with Android devices, improving speed and accuracy while streamlining daily warehouse operations.

Seamless system integration and digital order dispatching

OPS-MP integrates seamlessly with existing ERP, WMS, and order management systems, enabling digital order dispatching across operations. This connectivity allows real-time synchronization of orders and tasks, reducing manual intervention and ensuring that operators always have up-to-date information.

By digitizing workflows and connecting operational systems, the solution helps optimize the use of time and warehouse space in daily operations. It also supports more efficient coordination between teams across distribution centers, further improving overall logistics performance.

Real-time visibility and productivity monitoring

The implementation of Mobile Picking also introduced advanced monitoring capabilities that provide full operational visibility across the entire warehouse. The platform accurately tracks session start and end times for pickers, monitors task duration, and records completion status in real time.

Through customized dashboards, managers can effectively measure daily operator productivity, analyze performance trends, and identify opportunities for continuous operational improvement.

The implementation of OPS-MP and Mobile Picking allowed Grupo Bimbo to significantly improve the efficiency of its last-mile operations

By digitizing the picking process, enabling real time performance tracking, and simplifying task execution for operators, the company achieved measurable productivity gains while strengthening operational visibility. This transformation supports Grupo Bimbo's long-term supply chain strategy, demonstrating how innovative technology can help large global organizations scale operations, respond to growing demand, and continuously improve logistics performance.



About Argano

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