

Achieving 17% Productivity Boost through Distribution Center Digitization

Client: Compañía de Cervecerías Unidas S.A. (CCU)

Industry: Food & Beverage



Challenge

- Integration of advanced technology into an already structured operation
- Supply chain process transformation within established workflows
- Workforce resistance to adopting new processes

Solution

- Deployed Blue Yonder Warehouse Management System (WMS)
- Enabled real-time visibility and data-driven decision-making
- Established cross-functional teams with comprehensive user training

Results

- Increased productivity by 17% across digitalized distribution centers
- Reduced expired product rejections by 38%
- Improved inventory accuracy and real-time operational visibility



Compañía de Cervecerías Unidas S.A. (CCU) is a leading multi category beverage company operating across Latin America in countries such as Chile, Argentina, Bolivia, Colombia, Paraguay, and Uruguay. Founded in 1902 as “Fábrica Nacional de Cerveza,” CCU has grown into the largest beer producer in Chile, with over a century of tradition.

Today, CCU operates more than 15 production facilities and distribution centers in Chile and Argentina, managing a portfolio of over 120 brands and serving 129,000 points of sale across the region.

Challenge: Integrating advanced technology into structured operations

CCU’s leadership faced a significant challenge: integrating an advanced technological solution into an already structured and well-established operation. Transforming processes within the supply chain was no small task. Workforce resistance to adapting new processes posed a significant challenge.

To overcome these obstacles, CCU focused on building strong resilience among its teams, ensuring they were prepared to embrace change and maintain productivity during the transition.

Solution: Enabling end-to-end warehouse management with Blue Yonder

CCU partnered with Argano to implement Blue Yonder’s Warehouse Management System (WMS). This innovative solution provided end-to-end visibility into operations, optimized inventory management, and empowered the team to make data-driven decisions.

One standout feature was the ability to access real-time insights and reports across multiple platforms, enabling CCU to adapt quickly to shifting demands.

CCU and Argano successfully transformed three distribution centers through remote collaboration and Argano’s proven ATOS methodology.

Key success factors included:

- Forming a cross-functional team focused on end-customer outcomes.
- Appointing local leaders at each distribution center as project champions.
- Providing comprehensive training to system users.
- Conducting weekly progress meetings and monthly committee reviews.
- Keeping all stakeholders informed throughout the implementation.

Results: Increased productivity

With Blue Yonder's WMS, CCU achieved a 17% increase in overall productivity across the newly digitalized distribution centers. The company also significantly reduced expired product rejections by 38%, thanks to improved inventory accuracy and enhanced visibility of critical stock.

Key benefits:

- Improved customer service and product quality
- Optimized inventory management processes
- Enhanced product traceability
- Real-time performance monitoring
- Streamlined operational efficiency

"This was an innovative and highly successful implementation that set the stage for remote deployments, overcoming logistical barriers and reducing costs."

Ariel Miranda
JIT Project Manager
CCU

About Argano

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