

Route optimization impact: Fewer drivers, fewer miles, 35% lower costs

Client: SuKarne

Industry: Food & Beverage



Challenge

- Inefficient route planning based on manual or order-driven decisions
- High distribution costs and fuel consumption
- Uneven workload distribution among drivers

Solution

- Advanced route planning and optimization system
- Distribution process analysis and redesign
- Data-driven routing and geocoding capabilities

Results

- Reduced distribution costs and mileage
- Improved vehicle utilization and efficiency
- Balanced driver workloads and optimized routes



For more than half a century, Grupo VIZ / SuKarne has been a key player in transforming the meat industry in Mexico and beyond. The company maintains the highest quality standards while continuously innovating its processes.

Founded in 1969 as a small, family owned cattle business in Culiacán, Sinaloa, SuKarne has grown into a global leader in the meat industry, operating with a unique business model that disrupts traditional paradigms. Its mission remains firm: to deliver high-quality animal protein to more families worldwide, benefit farmers, ranchers, small business owners, and consumers, and support over 13,000 employees across Mexico, Central America, and the United States. To sustain its growth, optimizing distribution and routing became a top priority, leading SuKarne to seek an advanced logistics planning solution.

Challenge: Manual routing inflating costs and workloads

SuKarne's distribution and route planning previously relied on customer orders, rather than an optimized strategy for load efficiency, location, or driver workload distribution. This increased operational costs and led to uneven workloads among delivery drivers.

The stakes were clear: SuKarne committed to a full transformation of its delivery operations – targeting greater route intelligence, leaner fleet usage, and a consistently reliable experience for every customer.

Solution: Data-driven route optimization deployed via structured pilot

With clear objectives in mind, SuKarne partnered with Argano to implement Roadnet by Omnitrac, a route planning and optimization technology designed to enhance delivery efficiency.

SuKarne and Argano determined that to ensure a successful implementation, they first needed to conduct a detailed analysis of their distribution processes, as well as the planning and execution of delivery routes. The goal was to gain a deep understanding of operations and identify areas for improvement and optimization.

A pilot test was launched in Culiacán, where Argano's expert consultants worked alongside a selected team from SuKarne, involving members from commercial, process, and systems departments.

This pilot phase allowed for interface adjustments, replacing the old system, and comparing previous routes—planned based on personal experience—with the optimized routes generated by the new system.

The primary objectives were to reduce total mileage, minimize the number of drivers and vehicles used, establish customer geocoding, and fine-tune routing adjustments to align with business needs and goals. Once these optimizations were established, the team began documenting processes, ensuring proper tracking, and initiating training sessions for personnel who would operate the system in its subsequent rollout across multiple locations.

Following the successful implementation in Culiacán, the project expanded to León, San Luis Potosí, and 36 additional locations, enabling the development of a more precise implementation plan, focusing on installation timelines, system configuration, and personnel training.

Results: Delivering more with less

The implementation delivered measurable impact across every dimension of SuKarne's distribution operations. Today, each vehicle delivers to 20 to 35 customers daily, transporting over 1,600 kg of products per trip – a direct result of smarter route planning and optimized load distribution. Route intelligence drove down costs, reduced fleet dependency, and improved how vehicles and drivers were utilized, all while sustaining high levels of customer service and operational consistency.

Key results

- 92% vehicle utilization
- 35% lower distribution costs
- 13% fewer vehicles required
- 10% decrease in total mileage
- 6% reduction in drivers and routes

Looking ahead, SuKarne plans to expand the Roadnet system to all 44 locations while promoting greater adoption of the technology.

The company is committed to exceeding expectations and pursuing major projects that will further enhance its logistics operations.



About Argano

Argano is the first and largest Global Specialist Consultancy exclusively focused on the design and delivery of High-Performance Business Operations with our AI-forward approach to transformation. We pioneer intelligent and connected solutions for our clients' operational environments across customer engagement and service, revenue management, finance and planning, supply chain, and workforce optimization, driving both efficiency and the agility to innovate product, service, and organizational design at the speed of today's market. Competitive advantage, cost optimization, customer satisfaction, and sustainable growth are our North Stars and our promise to our clients. Learn more at argano.com.



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