

# Optimizing Distribution with 90% Increase in Load Capacity

**Client:** Grupo Modelo / La Corona del Golfo S.A.

**Industry:** Distribution



## Challenge

- Inefficient distribution routes and high operational costs
- Low vehicle capacity utilization
- Lack of optimized, customer-focused delivery routes

## Solution

- Deployed Roadnet for route optimization
- Maximized truck capacity and fleet efficiency
- Streamlined daily delivery planning

## Results

- Optimized delivery routes for greater efficiency
- Improved fleet utilization and productivity
- Accelerated route planning for faster, data-driven operations



La Corona del Golfo S.A. is one of Grupo Modelo's authorized distributors, specializing in the distribution of a wide range of beverages, primarily beer. Strategically located in Veracruz, the company leverages its highly skilled sales team to efficiently distribute products nationwide. With a well-trained and dedicated workforce, La Corona del Golfo S.A. carries out its mission daily: wholesaling beer and soft drinks efficiently, reliably, and profitably. Grupo Modelo has been a leading beer producer, distributor, and seller in Mexico since 1925. Today it is the seventh-largest brewing group worldwide as part of Anheuser-Busch InBev. The company manages 17 national beer brands, with 8 exported internationally, reaching over 180 countries.

## Optimizing distribution operations and service quality

As La Corona del Golfo S.A. expanded its distribution network across Mexico, the company faced critical operational challenges that impacted profitability and service quality. The primary objectives included reducing distribution route times and costs while maximizing vehicle load capacity to increase productivity per unit. To enhance customer satisfaction, the company needed to create strategic service windows and develop optimized daily delivery routes. Implementing a comprehensive technology solution became essential to optimize operational efficiency, enabling data-driven decision-making and real-time adjustments in the dynamic beverage distribution environment.

## Implementing Roadnet for route optimization and fleet management

Recognizing its transportation challenges, La Corona del Golfo S.A. decided to implement a technology-driven solution to optimize delivery routes and balance transportation workloads. The company conducted a benchmarking study to evaluate various route optimization technologies. After initial discussions with Argano, the company officially selected and implemented Roadnet with the support of Argano's team of experts.

The first step was a detailed interface analysis between existing systems, including its ERP. Once the integration was mapped out, the necessary interfaces were developed to seamlessly transfer data between Grupo Modelo's core system and Roadnet.

Amazingly, full system implementation took only one month, allowing for real-time route optimization and fleet capacity maximization from the start. Since then, optimal delivery routes are generated daily using Roadnet's advanced algorithms.

## Key results

- Utilization of customer-defined service windows
- 50% reduction in the use of both in house fleet and third party carriers
- 40% reduction in delivery routes
- Optimization of cartonage routes, reducing the number from 7 to 4
- Route planning time reduced from 5 hours to just 1 hour
- Optimal truck capacity utilization increased from 80% to 90%
- Improvement in service levels
- Enhanced warehouse efficiency, reducing operator workload and shift duration

“Roadnet allowed us to migrate from static to dynamic routing, significantly improving real-time route planning and service window optimization. It also helped us enhance the efficiency of our distribution fleet, reducing both material and human resource costs by 50%. We trust Argano for its industry expertise and implementation methodology.”

IT Manager  
Grupo Modelo

## 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](https://argano.com).



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