

Gruppo Logistico LD, advanced network services for excellence logistic

Gruppo Logistico LD makes use of a state-of-the-art technology for its "just in time" services provided from Santa Palomba futuristic Hub.



Company:

Gruppo Logistico LD

Business Sector:

Logistical services

Our Challenge:

Becoming a reliable and lasting operator in central Italy.

Creating a state-of-the-art structure for outsourced distributions in Italy and Europe.

Carrying out a high-profile technological infrastructure as surplus value for logistical services.

Met Targets:

We succeeded in being a state-of-the-art company and a main distributions operator in central Italy.

We have outsourced our IT infrastructure, thus improving our services efficiency and reliability. This way we can focus on our commitments only.

We have raised our quality standards, thanks to new information services.

We have created a VoIP structure that means better communication between users. It has improved productivity and reduced administrative and operative expenses.

Santa Palomba Logistical Hub near Rome, built inside the ex-IBM industrial area, has been established by companies of pure entrepreneurial spirit led by Gruppo Logistico LD (a company that spent the last 30 years in logistical business). The Hub goal is to fill the logistical and infrastructural gap around Rome, with the intent to become a benchmark for services and industrial production.

The Hub is located in strategical position, nearby the main railway and motorway junctions, Fiumicino and Ciampino airports and Civitavecchia industrial port. Its ambition is thus to become the new logistical core of Italy, a state-of-the-art structure for all companies asking for efficiency and reliability.

Santa Palomba Logistical Hub represents a fundamental chance of revaluation for the Pontine region: "Since we undertook this extraordinary experience, we consider the development of this region as our main goal. We want to build a lasting hub to join forces in our business sector" said Giuseppe Bursese, founder and owner of Gruppo Logistico LD.

Giuseppe Bursese choose not to delocate his business. He wanted to relocate a part of it in an adjoining area instead. "The Laziale logistic group stays in Pomezia" continues the entrepreneur, "while the hub will be built just around the corner".

A 30 hectares ground, more than 280.000 square meters allocated to industrial area, about 80.000 square meters indoor for logistical and production activities - these are Santa Palomba Logistical Hub numbers.

The Logistical Hub is designed for all companies asking for a state-of-

the-art structure that assures outsourced distributions in Italy and Europe.

Gruppo Logistico LD was founded in 1979 by Giuseppe Bursese as a distribution company. Soon enough the management understood the need for customized services, not limited to delivery of goods only. They have therefore diversified their offers and intensely invested in innovation and formation. This way Gruppo Logistico LD has become an Italian leader in international logistics and distribution.





Moving to Santa Palomba, Gruppo Logistico LD shook up its administrative and technological structures. The new infrastructural project is characterized by high connectivity, mobility and standards of communication.

The new project developed by AMInformatica was named "*More business less problems*". AMInformatica is a senior and certified Cisco Systems partner, with long experience in networking and implementation of the most advanced Unified Communication technologies produced by the American firm.

The project started up when Gruppo Logistico LD wanted to optimize its IT infrastructure. The group main target was to outsource the IT management to AMInformatica, in order to focus on its commitments only, thus increasing efficiency and reliability both for its IT infrastructure and its business. Customers were offered new services, best interaction and immediate access to information.

AMInformatica overhauled the company communication infrastructure and provided it with the newest technologies, for best operative continuity and efficiency and best implementation of new information and administrative services. Part of the group IT infrastructure has been outsourced to AMInformatica's data center.

The IT infrastructure reshape allowed better communication between company bases and between bases and partners, customers and providers. New infrastructural services can now be implemented in the easiest way.

A network designed on DMVPN technology

with redundancy over ISDN and GPRS allowed us to reshape, with transparency, the static VPN connections network into a DMVPN network, that is a dynamic VPN network with all guarantees and flexibility of an Intranet dedicated network.

With Cisco Router 2800 and 1800 with interfaces GPRS/3G we could manage all *connections* univocally and coherently, thus simplifying the network system and controlling the failover automatic activation over mobile network in case of problems with wired access infrastructures.

Beyond data infrastructural machinery, are included in this solution all security and VoIP equipments (switchboard, voicemail, etc.).

The IP Telephony technology makes use of an IP data network that manages the company telephonic communications, without implementing separated PBX and telephonic network.

By joining data, voice and video services on one same network, equipment costs have been cut down, support and configuration procedures simplified and communication capability between offices and branches improved.

Thanks to Cisco Unified Communication platform, communications management is in real time everywhere and in full security, regardless of the equipment in use. This boosts information exchanges.

Cisco Unified Communication platform allows Gruppo Logistico LD to make full use of the converging IP network infrastructure. This solution offers customers more efficient communication possibilities and applications, that improve productivity and reduce maintenance costs.



The voice technology Wireless network ensures employees phone extensions accessibility anywhere inside Santa Palomba Hub. Hunt for roaming employees is reduced and productivity maximized. It is now possible to know whether someone is at work or not in real time.

Thanks to Cisco Wireless technology, managed with Wireless Lan Controllers, the group could customize its answers and give a better service to each customer.

Wireless capabilities besides adapt to the warehouse structure (shelves and corridors), though its original design may have changed.

New administrative services and information access have been outsourced to an advanced hosting solution, with the intent to improve communications between company departments and company and customers. Each communication is now web based.

Thanks to Firedoc®, the Document Management System developed by AMInformatica, users can access their invoices, ddt and ddt signed by the customer, anytime and from wherever they are. This solution guarantees service continuity, high standards of security and qualified technical assistance. It offers monitoring and Firewall filtered access as well.

The Helpdesk and ServiceDesk team offers 1st level assistance in accordance to the expert assistance guidelines. This happens particularly with 2nd and 3rd level troubleshooting.

Such expertise is qualified by ISO 9001:2000 and ITIL certifications and is available to customers in Italy and abroad.

The results achieved definitely improves

Gruppo Logistico LD technical profile and raises its quality standards on the market: "On one side it was pointless to overdo with innovations" said Alessandro Bursese, the group manager, " on the other side it was indeed compulsory to take a big step forward".



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