



Case: Rautakirja Oy/Lehtipiste



New more efficient planning for daily sorting of magazines

Lehtipiste sorts and distribute magazines for its retailers based on their daily orders. The contents of the units vary a lot. The optimal planning and scheduling of the collecting and dispatching tasks are therefore challenging. Static calculation methods are often insufficient for these purposes.

The main task for SW-Development was to investigate Lehtipiste's collecting and dispatching process in order to optimise the use of resources and minimizing the throughput times by using dynamic simulation. The aim was to be able to analyze the existing work plan and improve it based on the results of simulation, before the actual realization of the plan.

SW-Development simulated and analyzed the process using actual work plans from several different days. The use of dynamic simulation made it possible to find the time dependent bottlenecks for the different plans. Analysing of the results of the simulation helped finding causes for delays in the process that had not been possible to find by using static calculations. At the same time the unused resources were revealed.

Lehtipiste's logistics director said: "The Lehtipiste's collecting process includes several time dependent factors. Dynamic simulation is an optimal tool for finding the bottlenecks in our process and measuring the goodness of the made work plans. We see great potential in using dynamic simulation in operative use to improve our efficiency."

More information:
Sivert Westergård
SW-Development
sivert.westergard@sw-development.com

Rautakirja Oy/Lehtipiste

Lehtipiste is Rautakirja's marketing and distribution organisation for newsstand copies of Finnish and foreign newspapers and magazines. As the nation's principal wholesaler in this sector, Lehtipiste delivers roughly 1,500 titles to a network of more than 8,300 outlets across the length and breadth of Finland.

In year 2003 Lehtipiste sold magazines for 247,1 million Euros and 127,0 million copies. Lehtipiste employs 135 persons.