

# Deutsche Rockwool

## Transparency as it happens with real-time visibility by Sixfold

### Customer

**Deutsche Rockwool manufactures various insulating materials from volcanic diabase rock spun into wool; these materials are used in buildings and flat-roof construction.** In the high season, up to 450 trucks a day leave three plants in the German towns of Gladbeck, Flechtingen, and Neuburg an der Donau, mostly heading directly to construction sites. Around 1,300 employees work at these locations. Deutsche Rockwool is part of the Rockwool Group, the world's largest manufacturer of insulating materials and systems made of stone wool. The group employs around 11,000 people and is represented in over 39 countries.

### Challenges

1. Deutsche Rockwool's customers were **demanding prompt, exact notification** of each construction site delivery so they could plan ahead and assist with unloading.
2. It was challenging to enquire about **each delivery time** (this also added complications for the driver), and report back to the customer.
3. **Language barriers with international drivers** made it difficult to check delivery status by phone and restricted communication about any delays.

### Solutions

**Deutsche Rockwool uses Sixfold to gain visibility over their transports.** Sixfold uses real-time information from various sources, including telematics data from the trucks carrying out the transport. The solution includes:

- Real-time tracking of each truck's GPS position via the telematics system
- Calculation of estimated time of arrival (ETA)
- Vehicle movements trigger information, e.g. arrival and processing times
- Clear, self-explanatory user interface for displaying all transports

### Results

**Excellent customer service:** status and ETA in real-time; accurate notification of delivery time; automated push message before delivery.

**Transport visibility along the entire supply chain:** > 90 % transport and 95 % carrier coverage in only 3 months.

**Leaner administration processes:** Faster processing of queries.

**High level of carrier satisfaction:** Straightforward connection of the carrier pool within a few days; no additional effort for dispatchers and drivers.

**“Real Time Visibility by Sixfold was the last missing piece of the puzzle. Now we can track the entire supply chain digitally, from pickup at the factory to unloading.**

**All information is available in real time without the driver having to give status messages. We can't get closer, faster, or easier to the current data.”**



sixfold

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Client

**Deutsche Rockwool**

Building materials & stone wool  
insulation solutions

Revenue: €313 million (2016)



>95%

carrier coverage in only 3 months



Jens Püttmann, Manager of Logistics,  
Deutsche Rockwool