

A Global F&B Leader Sustains 90%+ SLA Adherence Across 6 Markets with Locus Agentic TMS



90%+

SLA adherence

18M+

orders planned a year

22%

reduction in procurement costs

15%

improvement in rider time efficiency

Company Profile

A global F&B leader runs one of the largest food and beverage distribution networks across Southeast Asia and MENA. In Thailand, its largest market, the operation spans 100+ distribution centers, 33+ cities, and 5,000+ vehicles dispatched monthly, all planned on Locus. For years, that scale ran on manual planning and limited fleet visibility, with planned and actual performance drifting apart market by market.



Industry:
CPG (Food & Beverage)



Geography:
Southeast Asia and MENA (6 markets)



Scale:
150,000+ retail outlets

THE CHALLENGE

A multi-market network capped by manual, constraint-blind execution. Four problems:

Planning ran by hand, blind to constraints

Routes and dispatch were built manually on informal logic that ignored real operational constraints, leaving fleets under-utilized and planning cycles unable to keep pace with rising volume.

Transporter management was fragmented

Carrier selection and load allocation were handled market by market, with no consistent way to compare rates or assign each load to the best-fit transporter.

No real-time visibility

Drivers, vehicles, and SLAs were tracked manually with no alerts when something slipped. Proof of delivery was verified manually, surfacing exceptions and disputes only after the fact.

Cost-to-serve was hard to control

Transporter invoices were reconciled by hand against contracts, letting overcharges and non-compliance slip through, with cost visibility uneven across the network.

THE SOLUTION

Locus replaced fragmented manual planning with one agentic platform: governed agents that autonomously decide, dispatch, and deliver within the customer's constraints. Four structural shifts:



Planning that models real constraints.

The Dispatch Agent plans and sequences every route against 250+ live constraints modeled as the customer's business rules, re-routing in real time on live feeds, while the Capacity Agent forecasts demand and right-sizes the fleet.



Visibility from dispatch to verified delivery.

The Customer Agent tracks every order against its SLA with live ETAs and alerts, while the Hub Agent runs hub and multi-leg movements as one chain of custody with AI-verified proof of delivery at the drop.



Best-fit carrier selection.

The Carrier Agent scores every transporter on cost and service and allocates each load to the best fit, with competitive trip bidding surfacing the right rate on every trip across the network.



Automated, governed settlement.

The Settlement Agent audits every invoice against planned versus executed cost. Every decision stays bound by six governance mechanisms, from explainability, traceability, and evaluation to autonomy levels, an execution sandbox, and human-in-the-loop override.

THE RESULTS

90%+

SLA adherence

Delivery reliability held consistently across all 6 markets, replacing the low, inconsistent compliance of manual planning.

22%

reduction in procurement costs

Network optimization across sourcing and distribution flows.

15%

improvement in rider time efficiency

Constraint-aware routing and real-time re-sequencing freed rider hours across daily delivery runs.

~90%

of POD reviews automated

AI-verified proof of delivery replaced manual, line-by-line checks, freeing back-office staff and cutting verification errors.