

ILLA Frontdoor Cuts Cost Per Order by 26% with Locus Agentic TMS


26%

Lower cost per
order

12%

Less distance per
order

~90%

Vehicle volume
utilization

Company Profile

ILLA Frontdoor is an Egyptian 3PL handling sales, distribution, warehousing, and inventory for FMCG and retail companies, including Coca-Cola, Pepsi, and Nestlé. Every client works to its own delivery rules, and planning them all ran manually.

Locus partnered with ILLA, taking each client's rulebook as configuration and returning the most efficient plan inside it.



Industry:

3PL. FMCG distribution and last-mile delivery.



Geography:

Egypt

THE CHALLENGE

Every client brings its own delivery rules.

Priority deliveries, slotted windows, dedicated vehicles, food and non-food kept apart, plus chilled, frozen, and ambient handling. Every rule narrows the plans that work.

Clients had no way to see their own deliveries.

Most run no logistics system of their own. Answering a status question meant going back to the team on the route.

Vehicle assignment ran manually.

Planners worked the day's orders onto vehicles and routes one at a time, on experience and spreadsheets, capping how much volume the team could plan well.

Proof of delivery was a paper process.

Signed slips came back off the route, were collected and validated at the warehouse, then submitted to the client on request.

THE SOLUTION



Every client's rules become planning constraints, configured once.

Route optimization runs against hundreds of live constraints, from each client's service rules to every vehicle's volume and weight capacity. Honoring those rules no longer costs ILLA the efficient plan.



The morning plan is generated, then approved.

Planners moved from building routes to reviewing and approving what the system proposes. ILLA sets the autonomy level, and approval stays with the planning team.



Clients see their own deliveries without asking for them.

A client-facing view carries every order from dispatch through to proof of delivery, with real-time visibility across the fleet as the day runs.



Proof of delivery is captured at the stop.

The driver captures it on the app against the order. It is in the system from that moment, and a client asking for confirmation finds it already there.

THE RESULTS

26%

Lower cost per order

Fewer vehicles cover the same volume and route plans run shorter, taking cost out of every delivery on the metric ILLA runs the business on.

12%

Less distance per order

Stops are sequenced against each client's time windows and access rules, and the same client base is served on tighter routes.

~90%

Vehicle volume utilization

Orders are allocated against each vehicle's volume and weight capacity before another vehicle is added, which is how the fleet requirement came down.



"The honest surprise was how much lighter the day got for our planners."

Ahmad Amin, Chief Technology & Product Officer
ILLA Frontdoor