



## DANA ITALIA

Dana Italia manages its operations and develops its business - manufacture, assembly and marketing of components for the Off-Highway market - with the support of @logistics Reply.

The Click Reply™ solution allows Dana Italia to manage its automated warehouse, all manual handling activities and the production lines with a single system, thus speeding up processes and reducing operating costs.

Since 1996, the company has continually invested in the Click Reply™ solution, expanding its use to all its production facilities and adopting cutting-edge technology - such as the use of radio frequency to support the movement of goods - thereby further increasing its logistics management efficiency.

## SCENARIO

Dana Corporation, one of the world's largest privately held companies, supplies components to automotive, commercial and off-road vehicle manufacturers, as well as to the spare parts industry.

The company was established in New Jersey in 1904 with the name 'Spicer Universal Joint Manufacturing Company', by the homonymous engineer and inventor Clarence W. Spicer. In 1909 it became the 'Spicer Manufacturing Company'.

In 1928 the company moved to Toledo, Ohio, and was renamed Dana Corporation in honour of Charles Dana, who became president of the company in 1916.

Today, Dana Corporation is a multinational enterprise that employs 29,000 people in 300 production facilities scattered across 26 countries. In 2008 it recorded sales for 8.1 billion dollars.

In May 2009, James E. Sweetnam was appointed as the Group's new President and Chief Executive Officer.

### **Dana in Italy**

Dana Italia SpA is part of the Off-Highway Products Group division, which belongs to the US multinational Dana Corporation. It operates in Italy through the Heavy Vehicle Technologies & Systems Group - Europe.

The company's Italian and European headquarters, located in Arco (TN), are responsible for product development and manufacturing operations for traction systems used in on-road and off-road vehicles for Europe and India. Three facilities in Italy (Arco, Rovereto, Como) belong to this Division, as well as one in Belgium (Bruges), one in India (Pune), one in Hungary (Gyor) and two worldwide research and development centres.

The Division's facilities manufacture, assemble and market axles, gearboxes, and brake and transmission systems with torque converters for self-propelled farming/construction machinery (excavators, loaders, farm tractors, telescopic elevators, etc.); they also offer spare parts and maintenance and repair services. The Division employs about 1900 people, and reported sales for 923 million dollars in 2008.

## SOLUTION

Dana Italia and the Reply Group have been working together since '96. They started with a project to optimise the manufacturing process of the Rovereto plant, located in the Trento province.

In 1996, Dana Corporation decided to create in Rovereto, Italy, a new manufacturing complex for the assembly of mechanical parts (axles) for earthmoving machines. The company transferred all manufacturing lines to this facility, pushing for plant automation and adopting the Click Reply™ solution.

In particular, @logistics Reply developed for Dana Italia a logistics system (Warehouse Management) for automated warehouse management, the management of non-automated warehouse areas and the subsystem to monitor production on the manufacturing lines within the Rovereto complex.

The system for material handling management and control and for production progress monitoring installed in the Rovereto facilities is a software application that interfaces with the company's ERP, allowing the management and control of different processes:

- Arrival and sorting of materials in the warehouse.
- Putaway and picking of materials, either through manual or automated movement
- Replenishment of manufacturing lines and flow of materials for quality control
- Physical movement from the warehouse to the production areas, and from the assembly lines to shipping
- Sequencing of production orders
- Collection and processing of data on production progress and movement of materials
- Management of materials in consignment stock

Dana Italia has always maintained its investment in the Click Reply™ warehouse system, adopting this solution in all the facilities opened by the Division.

After the Rovereto implementation, Dana Italia has extended the use of the Click Reply™ warehouse management system to Arco and Montano Lucino, in the province of Como, which was opened in 2003.

Furthermore, in 2006, Dana Italia built a new plant in Győr, Hungary, where it also exported the logistics and manufacturing model employed in Italy, using the Click Reply™ system for warehouse management, movement of materials to the production lines and the storage of goods.

In the last twelve years, Dana Italia has made large investments in the Click solution, using this system in four manufacturing sites in Italy and Hungary while adding new features over time.

The company recently installed a radio frequency subsystem (WiFi) for the movement of goods, using it to identify the products from the merchandise reception process to the assembly lines.

## REPLY VALUE

@logistics Reply, through the Click Reply™ WM solution, has contributed to the business development of Dana Italia, allowing the use of a single system to manage the automated warehouse, manual handling activities, and the supply of the production lines.

Click is considered by Dana Italia an essential investment to maintain its competitiveness and leadership position over time. The Click Reply™ system allows the company to optimise warehousing activities, speed up processes and reduce operating costs in the manufacturing sites where it is implemented.

As a demonstration of the value given to this product, in 2009, or twelve years after the first installation, Dana Italia not only continues to use the Click Reply™ warehouse system in all its facilities, but has also adopted innovative technologies, such as radio frequency, to support the movement of goods.

The application has been installed on virtual machines in some plants, which allows Dana Italia to leverage the scalability, security and recovery that virtualisation systems can provide.



@logistics Reply is a Reply group company that offers its Clients a full range of innovative services and solutions in the sphere of Supply Chain Execution. These range from the design and modelling of logistics procedures to the design of turnkey application solutions and the introduction of new technologies.

@logistics Reply offers the market two different integrated solutions: Click Reply™ and SideUp Reply™, both capable of ensuring that warehouse processes operate smoothly. These are today used successfully by more than 12,000 operators in more than 300 companies.

@logistics Reply  
[www.reply.eu](http://www.reply.eu)