



TRANSPOREON

A Trimble Company

 **sonepar**  
Powered by Difference

CASE STUDY

Sonepar  
plugs into a new era  
of freight matching  
**with Transporeon**  
**Freight Procurement**



“One of the strengths of Transporeon Freight Procurement is that it can access an expanded base of carriers based on pre-selection of criteria, including full and partial truckloads.”

**Kévin Arduino**

Transport Project Manager Sonepar France

## About the customer

Sonepar France is the world’s number one distributor of electrical equipment. The French company was founded in 1969 by Henri Coisne, and it remains a family-owned business. The Group has pursued international expansion through various acquisitions and it now has a network of 80 brands spanning more than 40 countries.

On average Sonepar ships 15,000 tonnes per year in France, and has an annual transportation budget of €60 millions euro.

In 2022, the company generated sales of €32.4 billion. As a leader in its sector, Sonepar wants to set an example in both service and sustainability. To show its commitment, it has invested more than €2 billion to modernise its supply chain, and a further €1 billion in its global digital platform, in order to achieve delivery excellence, while reducing CO2 emissions and waste.

In 2022, its targets for reducing greenhouse gas emissions were validated by the Science Based Targets initiative (SBTi), which helps companies set ambitious goals, in line with the latest climate science.

**€ 60 million**  
spent on transportation per year

**€ 32.4 billion**  
sales

**€ 10 billion**  
online sales

**2,400**  
branches

**170**  
distribution centres

**15,000 tonnes**  
shipped annually in France

**80**  
brands

**44,000**  
employees

**40**  
countries



## The solution

In 2019, Sonepar decided to implement Transporeon Freight Procurement to give them a better overview of the responses and prices coming in from carriers, after a RFI and Request for Quotation (RFQ). This fully digital freight match-making solution would help them better manage their calls for tenders and expand their carrier network.

Sonepar benefited from exceptional support during the implementation phase. Their on-boarding journey commenced with an informative kick-off meeting that provided insights into using the tool, guidance on initiating the templates and forms, and continuous assistance during the tendering process. The entire process underwent a thorough review by Transporeon, ensuring validation before submission.

The customisable RFI questionnaire plays a crucial role for Sonepar, because it allows them to collect vital information on their selection criteria (CSR/Price/€ dependence/Operational capacity/Tracking). All these criteria collectively contribute to determining the final price.

Plus, Freight Procurement's ability to analyse huge amounts of data means they can eliminate tedious manual work. Sonepar now has just two users on the platform, who can easily communicate with a large carrier database.

## The challenge

Sonepar's diverse product mix, ranging from large cable reels to small spotlights, generates significant volume per delivery point, which led to logistical bottlenecks. With their own transportation at saturation point, Sonepar turned to solutions such as chartering, which disrupted their ability to ensure Day +1 deliveries, as per their service offer in France.

In addition, without a dedicated, automated platform Sonepar was unable to assess carrier responses collectively and maintain control over prices. This lack of homogeneity also made it hard to find new carriers and grow their supplier network.

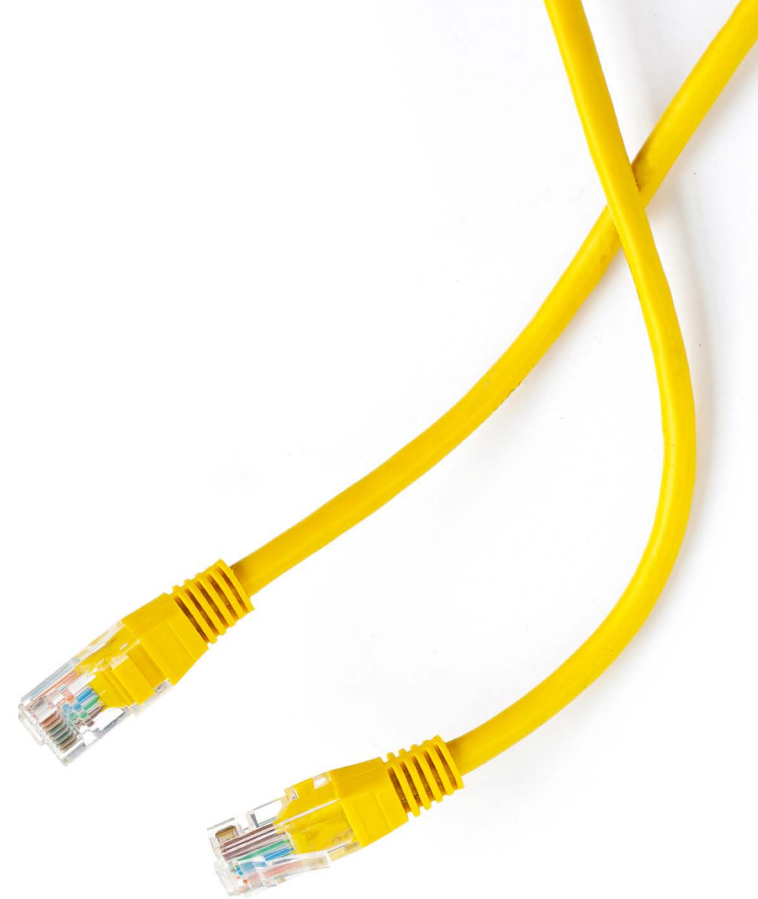


## The results

Sonepar has experienced tangible benefits through its collaboration with Transporeon. The distribution company has managed to integrate new carriers into their network, which they previously did not know about. Despite dealing with a larger network, the standardised response format streamlines the evaluation process, providing Sonepar with a clear overview of all incoming offers. Furthermore, these offers are more competitive, as carriers strive to meet the target prices set by the system.

Integral to this success is the effective information management facilitated by the scoring system in the RFI section. While the core stages of the tender process remain consistent, the real value lies in the enhanced monitoring and logging of responses at each phase.

This optimisation has resulted in a remarkable 40% reduction in response tracking time and a significant 50% decrease in compilation and analysis time. Although these improvements may not have directly impacted customer service metrics, Sonepar is strategically emphasising the tracking aspect during tenders. This empowers their customer services team to respond promptly and efficiently to customer requests.



“We chose Transporeon because we wanted to digitise our calls for tenders. Using Transporeon’s platform, we could precisely monitor the progress of our tender stages, compare the offers of our carriers on a common basis, and record all the elements returned for each carrier.”

**Kévin Arduino**

Transport Project Manager Sonepar France

## The future

Sonepar is looking to implement a comprehensive ecosystem of solutions for their future transportation needs, from real-time tracking to invoice control, and more.

Transporeon Freight Procurement is currently being trialled in Germany, which aligns with the group’s broader goal of harmonising its IT solutions across Europe.

Looking ahead, Sonepar anticipates Transporeon will not only support their logistics digitalisation journey, but also promote Freight Procurement to shippers as well as carriers. They also highlight the importance of reaching out to smaller carriers, acknowledging the complexity of onboarding such service providers. This collaborative vision aims to establish a unified and efficient logistics framework for the Group’s European operations.





To learn more

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