

How can distribution companies protect their margins?



Ornua

Ornua – The Home of Irish Dairy is Ireland's largest exporter of dairy products



Aimed to combat tightening margins by eliminating manual supply-chain processes



Automated trading partner integration using IBM B2B Integration Solutions



Cuts the partner-onboarding process from **days to hours**



Enhances visibility across its supply chain, enabling real-time tracking



Achieves faster delivery times for perishable goods—minimizing wastage, cutting costs and protecting margins

