

# C4T

Customer Story

Providing visibility  
and automation  
across the  
supply chain →



# Aldi customer story: Providing visibility and automation across the supply chain

## About Aldi

Aldi, Britain's fourth-largest supermarket, contacted C4T due to experiencing difficulties with customs processes. The first UK Aldi store opened in Stechford (Birmingham, UK) on 5th April 1990. Their National Head Office functions, including IT, Corporate Responsibility, Buying and Central Finance & Administration, are also located at the Atherstone site. Aldi operates over 990 outlets in the UK and 155 in IE, working towards its long-term target of 1,200 stores.

Aldi's approach is to be fair, open and honest in everything they do, irrespective of whether you are a customer, one of their suppliers or a Government department. These principles underpin their business and help them to comply with all relevant UK and industry regulations. Aldi has become a multi-award-winning supermarket with a growing customer demand.

Simon Webb, NSCM Director, and Lizzy Prescott, NSCM Manager, talk about the implementation of CAS and the benefits of automation, Master Data, and accessibility and compliance capabilities. CAS allowed Aldi to use a hybrid model of self-filing and brokers. The flexibility of the solution meant they could handle some flows internally while maintaining others with third parties. Aldi benefits from using Master Data in CAS as it allows them to have a single point of control over key data elements such as commodity codes.

Our aim as a business  
was to find a solution  
that fit around our  
current model and CAS  
allows us to do that.

Simon Webb, NSCM Director, Aldi



We want our customers to have a broad range of products which is not restricted by customs limitations. CAS allows us to offer a huge range of products due to the speed at which declarations can be processed.

Lizzy Prescott, NSCM Manager,  
Aldi



## Supply Chain

Aldi puts their suppliers first in all sourcing activities. From ensuring fair labour practices to sustainable sourcing, they also ensure their suppliers look after their people and the environment.

With a large number of suppliers, there comes an increase in stakeholders and products. Master Data within CAS gave the team much more accuracy and control; the data is cleansed and concise, meaning Aldi remains compliant. CAS gives much more control compared to a customs broker and is quicker at creating a declaration, making the process more cost-effective.

 Compliance is key for us  
and a huge benefit of CAS.

Lizzy Prescott, NSCM Manager, Aldi



## FMCG Sector

Like many FMCG companies, Aldi had to adjust some of their expectations in being able to deliver products to Great Britain and Ireland as there became more friction points within the supply chain post-Brexit. Aldi needed to be as close to the Supply Chain as possible, which is where CAS stood out amongst other customs software suppliers.

The length of time between a declaration being lodged and cleared simply can't be matched in a manual environment. Automation with CAS meant we didn't have to change logistics flows or risk delays in the clearance of goods.

Lizzy Prescott, NSCM Manager, Aldi

## Speed and simplicity

Aldi wanted the benefit of using both a customs solution (CAS) and an agent/broker, diversifying this process to give them more options. Since the implementation, they have been using CAS a lot more, including onboarding platforms and consolidation centres, because of the benefits of the software.

### 19% decrease of errors

20% of ambient loads that are processed through CAS are red routed, in comparison, 40% of ambient Agent processed loads are red routed.

### Administration time

The generation of declarations through CAS, in comparison to a declaration created via a Customs Agent saves an average of an hour of administration.

### User Experience

Data is concise and cleansed, and no other stakeholders are involved in the declaration, meaning we are completely compliant.



We tested CAS in a small area of the supply chain to start with, and it quickly showed its worth, outperforming a customs broker within three days of implementation.

Lizzy Prescott, NSCM Manager, Aldi



## Providing more accuracy and control

The Master Data module allows control in the set-up, allowing users to validate the master data with the supplier. Therefore compliance work can be done before the declaration is even created. Continuity across the business is critical. With the whole team able to access the data within CAS, sporadic errors can be picked up, whereas it's harder to spot this with an agent or broker, which can mean paying extra duty.

## Saving time without sacrificing quality

The time between a declaration being lodged and cleared can't be matched in a manual environment. Maintaining that close proximity to the existing supply chain drives a competitive advantage. Automation with CAS meant logistics flows didn't need to be changed, and there was minimal risk of delays in the clearance of goods.



Self-filing within CAS gives us more accuracy and gives us visibility of everything we need. It is accessible, and the compliance piece is really simple. Compliance is key for us and a huge benefit of CAS.

Lizzy Prescott, NSCM Manager, Aldi



## Accelerate with CAS

“CAS continues to develop additional functionality, which means we can automate more of our processes.

There are so many working parts in creating a declaration, with so many people responsible for different data elements, which means any issues result in no product. Controlling this within CAS means we can find what we need when needed; it's user-friendly and easy to demonstrate to a haulier because of its simplicity.

It is clear that C4T understands CAS very well, giving us confidence in their technical expertise.”

Lizzy Prescott, NSCM Manager, Aldi

## About us

Customs4trade NV (C4T) has developed CAS, a collaborative hub, built on the Microsoft Azure platform delivered as a service (SaaS). It is designed to manage regional and worldwide customs and trade compliance quickly and accurately, with a digital-first approach, helping customers stay ahead of the digitisation of customs processes.

CAS provides customers with continual updates and feature enhancements, including the incorporation of any changes to legislation and compliance regulation—along with Azure's signature accessibility, scalability, and security.

Forward-thinking companies are turning to C4T to help them navigate customs and trade with native-cloud software and support services for their organisation's highest strategic benefit.



## Get in touch

We'd love to hear from you.

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