



POINT OF SALE

PROJECT OVERVIEW

A Global retailer, with a major presence in the UK, were looking to restructure their supply chain and reduce dependency on one supplier in particular who provided them with critical technology.

PROJECT OUTCOME

€234K

1ST 6 MONTH'S SAVING

100%

ADOPTION OF NEW DATA INPUT MODULE

57%

REDUCTION IN HOTLINE CALLS

14

WEEKS TO CREATE BESPOKE SOFTWARE



THE CHALLENGE

Multiple stakeholders had become dependent on a single print manufacturer's software, which made obtaining commercial rates for products they didn't supply difficult.

Procurement, with backing from the Chief Executive, Commercial and Finance Directors wanted to separate the ordering platform from the supply chain. They also wanted a more sustainable process for the ongoing purchase of POS material.

Any solution would need to better connect demand planning with the strategy devised by the marketing department.



THE APPROACH

Working closely with the marketing, procurement and demand planning teams we started to scope a replacement for the incumbents ordering platform.

Firstly we looked at what business as usual should look like, then planned some realistic and achievable enhancements to be completed in a very short time frame.

In parallel we benchmarked current supply against our own data sets and widened the geographical search area for the optimum supply partners.

We also investigated ways that the transition from idea to print ready files could be improved.



THE SOLUTION

Software was configured to allow demand for material to be aggregated automatically and the studio informed with greater speed and accuracy what artwork would be required.

Separating the workflow technology now enabled us to have tighter control over material costs. Specifications were now properly recorded and individual project tenders created for continuous improvement.

Professional material buyers were embedded in the clients marketing department to liaise with the supply chain.

Designers were added to the artwork team to reduce the need for outside creative agency assistance.



THE BENEFITS

A saving of £234k was achieved in the first six months of implementation.

Speed to market and accuracy of material supplied was improved.

Dependency on a material supplier for work-flow and procurement software had been eradicated.

Communication between marketing and demand planning was improved due to automated work-flow and real time information.

Supplier pool increased to drive greater competition and innovation.

