



## Supplier Merchandiser Collaboration Portal



### Supplier Merchandiser Collaboration Portal - Case Study

#### The Summary

Client wanted to develop an interface which will substantially reduce the costs for both buyer and seller, better align the entire supply chain with the client's needs. The interface should also make it possible to enter new global markets at minimal cost and substantially reduce the time required to respond to changes in demand patterns.

AG Technologies developed Supplier Merchandiser Collaboration Portal with Microsoft Office SharePoint Server (MOSS). The portal serves as a Supply Chain Management platform for client's Suppliers. It facilitates interaction between client and its 1000+ suppliers thus laying the foundation for a collaborative planning, forecasting and replenishment (CPFR) environment.

#### The Client

Founded on October 27, 1991 by the India's biggest hospitality and real estate players. From its inception, client has progressed from being a single brand shop to becoming a Fashion & Lifestyle store for the family. Today, client is a household name, known for its superior quality products, services and above all, for providing a complete shopping experience. With an immense amount of expertise and credibility, client has become the highest benchmark for the country's retail industry.

#### The Business Requirement

Client wants a platform for partner communication and collaboration that could synchronize, expedite, and improve communication and collaboration between the company and its partners.

There are sellers who generate 10 percent of the company's revenue, but aren't large enough to have dedicated, system-to-system connections with the company, so they typically submit orders by phone or fax. Also with competition and the cost of sales on the rise, getting customers to do business online was becoming one of their primary business goals.

**Client wanted to develop a Supplier Merchandiser Collaboration Portal that should address:**

- Promote partner self service

#### Project Summary

**Industry:** Retail

**Client Profile:** Founded on October 27, 1991 by the India's biggest hospitality and real estate players. From its inception, client has progressed from being a single brand shop to becoming a Fashion & Lifestyle store for the family.

**Business Requirement:** Client wanted to develop an interface which will substantially reduce the costs for both buyer and seller, better align the entire supply chain with the client's needs

**Solution:** AG Technologies developed Supplier Merchandiser Collaboration Portal using MOSS 2007. The portal serves as a Supply Chain Management platform, facilitating interaction between client and its 1000+ suppliers.

#### Solution Benefit:

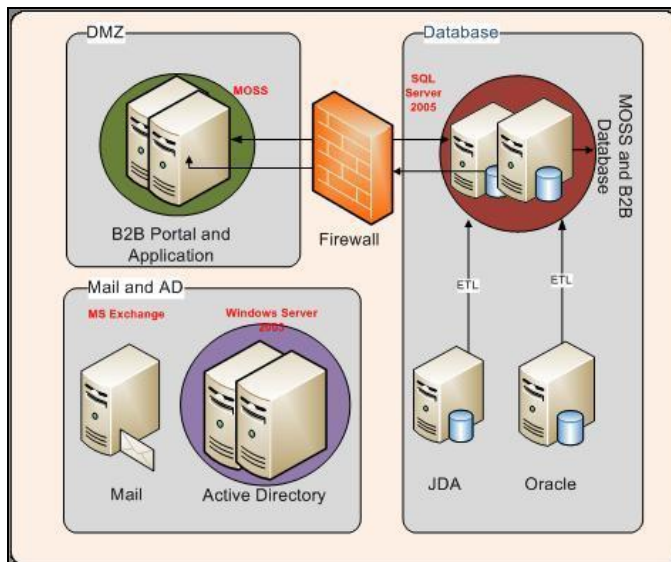
- Integrates with SAP / JDA for effective functioning
- Saves huge licensing / customization cost
- Promotes **Vendor proactive self-service**
- Promotes usage of **Global Retailing Standards (GS1)**
- Promotes paperless operations



# AG Technologies

- Facilitate Supplier Collaboration: Information sharing with suppliers in terms of sharing documents, communication etc
- Reduce Concept-to-Store time: Continuous collaboration between Merchandisers and the Suppliers will ensure that the Concept-to-Store time is substantially reduced thus improving speed to market.
- Managing Information: Managing Stock related information in terms of Purchase Order, Delivery authorizations, Delivery Authorization period etc. Also, maintaining a global Product Information Master on the portal, incorporating Shoppers' Stop's approved item master list.
- Reporting: The portal should facilitate viewing of statistical reports on generated Purchase orders, location-wise stock information, location-wise sales, return-to-partner details for a specified period
- Adherence to Global Standards: The solution should promote usage of global retailing standards (GS1) for data exchange with partners

## The Solution



### Supplier Merchandiser Collaboration Portal Deployment Overview

**The Portal:** The solution is an extranet portal for Vendors implemented using Microsoft Office SharePoint Server (MOSS) 2007. The portal serves as a collaboration platform for the vendors in terms of sharing information using Team sites for respective vendors along with sharing documents, communication etc. The portal also facilitates viewing of statistical reports built using SQL Reporting Services and Nevron charts.

**The application:** Developed using Microsoft .NET, this application has an internal role based security and rich data security to secure data. The application is an interactive web based application used by the vendors to view information. Primarily an Order Management system of the application contains the following functions:



1. Vendor Management
2. Style Setup / Item Configuration
3. Stock
4. Delivery Authorizations
5. Dispatches and Invoices
6. Receipts
7. Quantity Difference Note
8. Good Return to Vendors
9. Reports: The application also provides statistical reports for the vendors made available using the SQL Reporting Services.
  - a) Vendor Summary View for Vendors
  - b) Company Summary View for merchandiser for their Vendors
  - c) Detail view for Vendors and company
  - d) Generated Purchase Orders
  - e) Cancelled Purchase Orders
  - f) Delivery Authorization (DA)
  - g) Dispatch
  - h) New Receipt
  - i) Quantity Difference Note (QDN)
  - j) Return To Vendor (RTV)
  - k) Location wise Stock Information
  - l) Location wise Sales Information
  - m) Debit Notes
  - n) Released Payment Details
  - o) Pending Payment Details
  - p) Ledger Details
  - q) List of Vendors by category, location, SKU
10. System Administration
11. Import and Export of Payment details with Oracle Financials

**ETL:** Solution has A ETL (Extract Transform and Load) process in the Supplier Merchandiser Collaboration Portal infrastructure serves as an important step to maintain the accuracy of the data to be provided to the vendors. The ETL process developed using SQL Integration Services loads the data from the existing JD Armstrong (MMS) and Oracle Database (financials).

#### Technology and Tools:

- Microsoft Office SharePoint Server (MOSS) 2007



- ASP.Net 1.1, C#
- SQL Server Reporting Services 2005 (SSRS)
- SQL Server Integration Services 2005 (SSIS): Master and transactional data required from JDA and Oracle Financials required for Supplier Merchandiser Collaboration reports and transactions is pulled using SSIS 2005.
- Nevron Charting Components

## The Solution Benefit

The solution focuses on improving the purchase functions in Retail business giving following benefits:

- Saves huge licensing / customization cost in following business scenarios:
  - Client uses SAP / JDA kind of systems for managing purchase function and there is a need of a system for transactions / information sharing with Vendors. Allowing access to SAP / JDA systems to Vendors needs huge Client license cost.
  - Client needs customizations in purchase functions managed in SAP / JDA. Customizing the SAP / JDA systems is again a cost sensitive aspect.
  - Need of a common platform for communication and collaboration between Client and Vendor. Each of the vendors may not have a system / or may have disparate systems. This is a big hurdle for effective communication and collaboration.
- Integrates with SAP / JDA for effective functioning.
- Promotes **Vendor proactive self-service**: Vendor can,
  - Share the new product details with merchandiser along with QC details. Coordinate with Client during the process of conceptualization of new Style / Item.
  - View PO details.
  - Share stock details with merchandiser helping merchandiser for informed decisions while raising Delivery Authorizations.
  - Inform merchandiser about goods shipments. System allows raising Dispatch Notes along with invoices. This helps as a heads-up helping for planning at store and distribution centers.
  - Access various business driven reports increasing their efficiency and smoothens business processes.

These results into,



Improved **merchandiser productivity** by obviating time required in communicating about various issues, concerns etc. Improved **collaboration between Client and Vendors** reduces issues and concerns and time taken to resolve the same.

At the end it enhances the overall **business productivity level**.

- **Taking load-off** from the merchandiser by automating various reports increase their efficiency and smoothens business processes.
- **Global product information hub** gives upper-hand to Client in supply chain and in-turn will provide better customer service and hence tangible benefits to Client.
- Promotes usage of **Global Retailing Standards (GS1)** provides:
  - Support buying products by allowing buyers to pre-select groups of applicable products.
  - Provide a common language for category management, thus speeding up the ability to react to consumer needs
  - Be a key enabler of the Global Data Synchronization Network
  - Others
- Promotes paperless operations
- Recurring Financial benefits (considering 200 vendors):

Category	Brief Description	Amount/Annum (in INR)
<b>Reduction in Supply Chain operational cost</b>	Cost of Telephone/Travel/Courier	13,00,000
<b>Reduction in Distribution/Logistics cost</b>	Ex. Warehouse rent/sq. feet	13,00,000
<b>Cost avoidance in Product information internalization</b>	Product information provided by vendors had to be manually entered/verified with MMS	46,80,000
<b>Reduction in Demand Planning and Replenishment cost</b>	Demand forecast from POS is published on the portal and suppliers have ready access to this data	8,40,000
<b>Cost savings in Supplier registration/updation</b>	Information maintained in one central location; easy updation	38,40,000
<b>Total Cost Savings</b>		<b>1,19,60,000</b> (270K USD)

The Solution cost the Customer approx 30,00,000 INR (70K USD). **THUS, THE SOLUTION HAS PAID FOR ITSELF IN ABOUT THREE (3) MONTHS.**