

SUPPLY CHAIN EXECUTION FOR RETAIL

Point-of-View: Wholesale, Store-Distribution and Stationery-Trade

Margin pressure, rising customer expectations, increasing complexity of supply chains against the background of short reaction- and lead-times, high and deep product- and assortment-ranges, stock levels and ranges and turnover, given large volumes and seasonal demand. The logistical demands on store distribution pose great challenges for the stationary retail trade and their underlying merchandise management- and supply chain execution systems.

DIGITAL TRANSFORMATION

Demand Fulfillment & Distribution

Consumers want to shop on their terms, through the channels they choose and with the information they control. Retailers and Wholesalers face the challenge of ensuring the cost-efficient and reliable execution of their logistics operations and master this challenge by optimizing their retail-logistics and warehouse processes. The acceptance of supply-chain execution systems are mainly based on their seamless integration to the merchandise-management system and their effectiveness to cope with a broad range of trading-goods:



Consumer
Electronics



Pharma &
Drugs



Furniture &
Bulk Products



Beverage &
Empties



Fresh &
Perishable



Garment &
Textile



Consumer
Goods



Non-Food &
Supplies

AN OPPORTUNITY TO IMPROVE

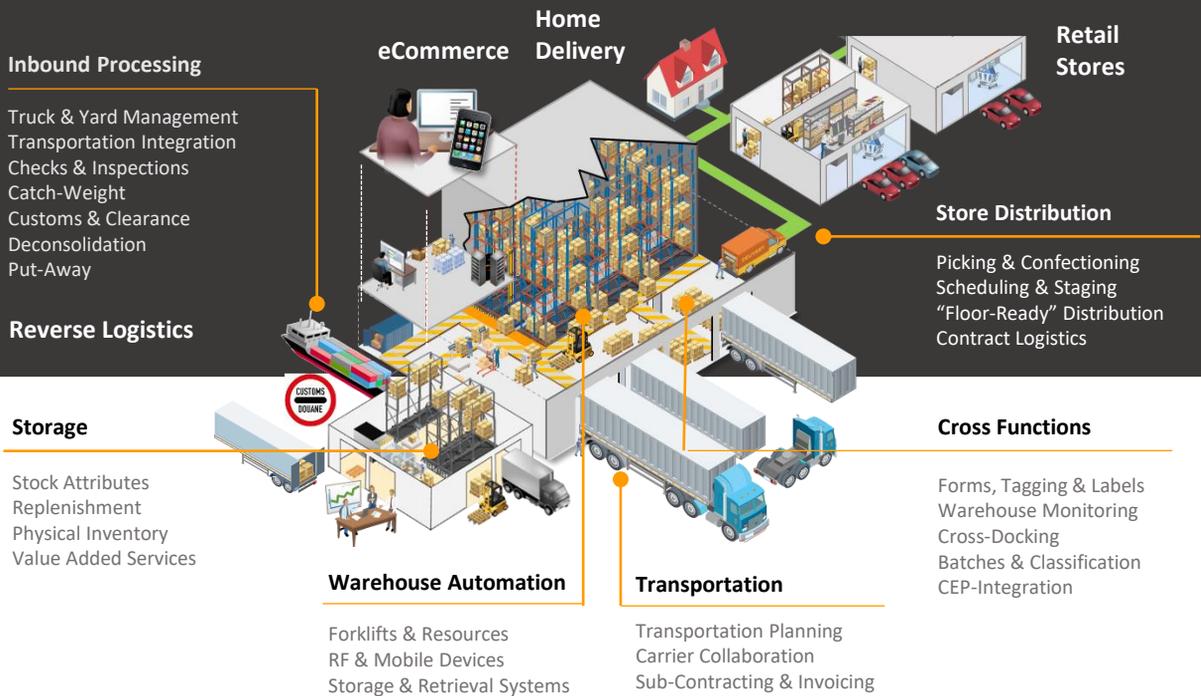
Supply-Chain-Execution Excellence

Only a few Retailers and Wholesalers have supply chain systems capable of adequately handling their current business without stock-outs, expedited deliveries, or high inventories. Fewer still have systems fed by real-time data on customer purchasing patterns and the company's growth plans. As a result, these outmoded supply chain systems may shackle the retailer's aspirations and reduce the effectiveness of other efforts such as promotions or localized product mixes.



"As SAP Silver Partner and the spatial and personal proximity to Walldorf, we work closely and intensively with SAP, create added value for our customers and deliver high-quality logistics consulting".

2 MERCHANDISE DISTRIBUTION



From family owned retailers to the top 5 in Europe with more than 160,000 employees in stationary trade, administration and the associated logistics- and distribution centers. Qinlox has implemented merchandise distribution and eCommerce fulfillment for both – local niche players and leading companies operating more than 10,000 stores in more than 30 countries worldwide.

RETAIL CHALLENGES & CHARACTERISTICS

Observations & Lessons Learned



Shorter response- & reaction time from order to shipment

Customer-, Channel- & Demand Based Optimization of Warehouse Activities. Order-, Promotion- & Special Stocks as well as dynamic Distribution. High ratio of customer-, store-returns and reverse logistics



Heterogeneous sales & distribution channels

Seamless Integration of Warehouse Logistics, multi-channel order taking as well as 3PL. Shorter Lead-Times and Missing Consolidation Opportunities & Flexible Replenishment. Store-Distribution as well as Retail-specific cross-docking and flow-through processes



Retail specific processes & Value-Added-Services

Mixed pallets, low article stock, heterogeneous inventory and stock purity- Labelling & Tagging, best-before date tracking & Catch-weight, „Floor-Ready“ Distribution. Industry specific product & article attributes, handling and parameters



Broader Assortments and shorter Inventory range

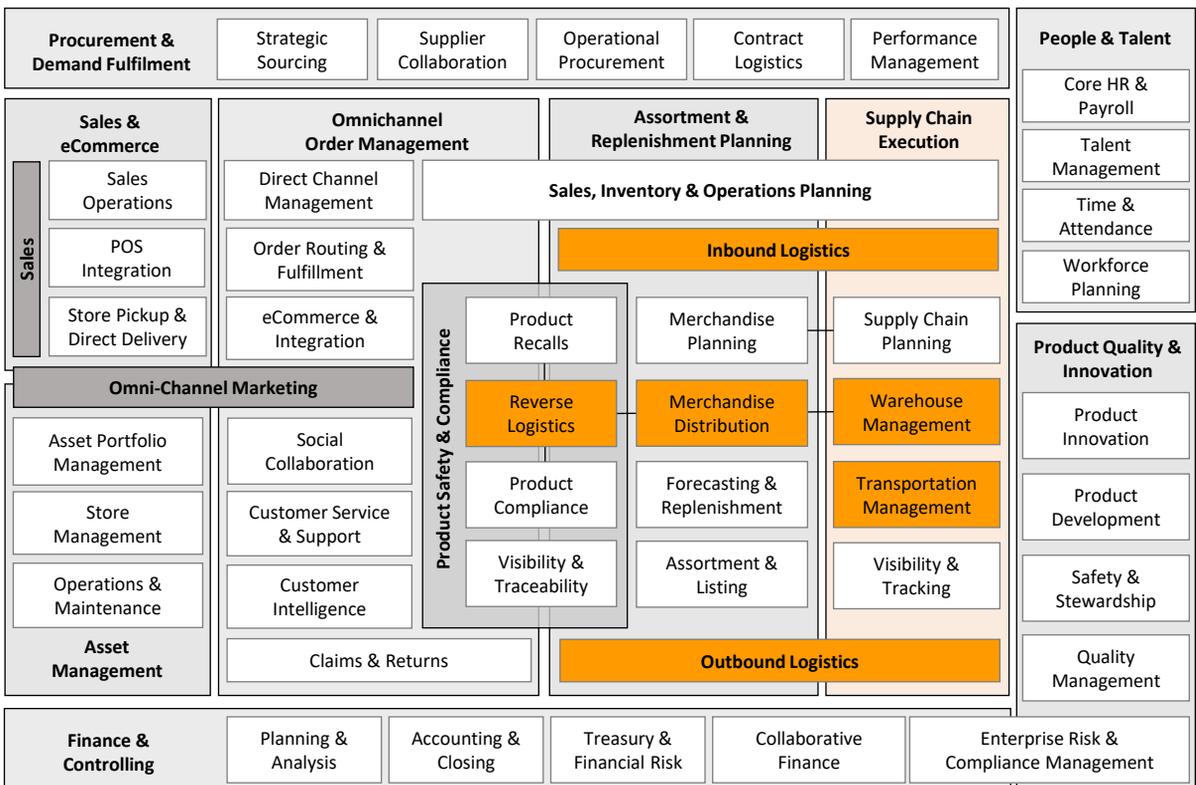
High volumes & throughput or low quantities with high frequency. Optimal asset, space and resource utilization. Complex warehousing processes with high degree of variations

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SAP BASED SUPPLY CHAIN EXECUTION

Warehouse Management & Transportation

Supply chain- and Inventory-Management are generally run by applications that are unique to retailing and wholesaling and critical to success. SAP offers Retailers a solid solution platform and product portfolio for not only mastering merchandise-distribution,, but also all aspects of state-of-the-art retail operations from planning to execution, with Transportation- & Warehouse Management building the core functionality in operational Execution for the Extended Supply Chain. SAP's Supply Chain Execution Platform with SAP EWM and SAP TM, is seamlessly integrated into other SAP Solutions such as SAP ERP, CRM & Others, and is embedded in SAP S/4HANA. Alternatively SAP can be connected to existing legacy or 3rd-party retail solutions.



SAP EWM

A flexible Solution for Retail-Warehousing

SAP EWM was originally developed for complex warehouse and distribution centers with a variety of products and a high document volume. Thus, the design of SAP EWM has special emphasis on the flexible mapping of warehouse-internal processes.

SAP EWM has been consequently enhanced with retail specific functionality and processes such as merchandise-distribution cross-docking, new SAP FIORI applications like “pick-by-cart”, increased responsiveness for last minute order changes and cancellations and a seamless integration to SAP’s Advanced>Returns-Management”

SAP TM

Transportation-Management for Shippers

Using SAP TM, even complex transport networks can be controlled, optimized, and monitored comprehensively and efficiently. SAP TM helps shippers with detailed transportation planning, simplifying and thus unifying all transport management processes.

Retailers can benefit from exact requirement and quantity predictions and intelligent order consolidation to optimize their freight, fleet, and logistics management - from staging, loading, execution to analytics and freight-cost accounting.

Digitization of the supply chain, technical innovations, optimization of delivery dates, stocks, capacities and lead times, increasingly complex logistics against the background of industry and subspecific processes and the challenges of seamless integration into existing or new systems?

Qinlox was founded in 2017 by former employees of SAP SE and, as a young company, combines the many years of knowhow, industry expertise and excellence of proven SAP logistics experts, former SAP standard developers and SAP architects with many years of experience in the implementation and integration of logistics solutions based on SAP technology. From development to the first implementation of SAP EWM, our experts were there from the very beginning!"

As logistics consultants and SAP experts, we specialize in optimizing business processes, systems and organizations and offer a holistic portfolio of consulting services for Warehouse-, Transportation management and Production based on SAP technology:

From strategic advice and evaluation to optimization, implementation, integration as well as service and support.



WAREHOUSE MANAGEMENT

From small sites to large logistics centers or production sites, manual or highly automated, from simple to complex, based on SAP S/4HANA or decentralized - We successfully implement warehouse management based on SAP - locally, regionally and internationally. We know the industry-specific processes and integration requirements, and are experts in harmonizing business processes, global and regional templates and corporate roll-outs.



TRANSPORTATION MANAGEMENT

Our competencies are based on a systematic integration of the experience, talents and specialist knowledge of our SAP TM experts for Transportation Execution, Planning & Controlling, Integration and Best-Practices



PRODUCTION-SYSTEMS

Production-Systems based on SAP: From evaluation, strategic alignment, control & optimization, value-Stream analysis & design to integration and implementation.

We are happy to share our experience. At the same time, we respect customer agreements and the official SAP reference guidelines, and do not pass on detailed information on customer projects to third parties without authorization.

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