

CUSTOMER SOLUTION CASE STUDY



Summary



Customer:
Edcon

Country or Region:
South Africa – JHB

Industry:
Retail

Company Profile:
Edgars Consolidated Stores Limited (Edcon) is the leading clothing, footwear, and textiles (CFT) retailing group in South Africa trading through a range of retail formats. Since opening its first store in 1929, Edcon, with more than 20,000 employees, has grown to 10 retail brands trading in more than 900 stores in Botswana, Lesotho, Namibia, and South Africa.

Business Situation:
Previously, interacting with suppliers was a time consuming manual process. Files were requested from the suppliers and then mailed to them by Edcon staff.

Technologies used:
Core:
K2.net Workflow
Microsoft SharePoint Portal Server 2003

D/B:
Microsoft SQL Server 2000
O/S:
Microsoft Server 2003
Development:
Microsoft .Net
Microsoft Visual Studio 2005

3fifteen develops eSupply Chain solution for Edcon

Situation

Edcon approached its Microsoft applications development partner 3fifteen to assist in developing an eSupplyChain website to provide suppliers with a view of Retek, Edcon's back-end merchandise system, without having to log onto the Retek system.

Previously, interacting with suppliers was a time consuming manual process; files were requested from the suppliers and then mailed to them by Edcon staff. This was a tedious task and a lengthy process due to the high number of requests.

Edcon required a website that would give its suppliers a window into the Retek System to perform enquiries on orders and sales. It needed a reporting based website where suppliers could draw reports on the lifecycle of their orders, daily sales, category management and demand forecasts. The site had to provide a facility for suppliers to submit information like requested tickets to be printed and also allow them to capture ASNs.

Suppliers needed access to reports so that they could track the status of orders and view the details thereof. The solution would need to allow suppliers to request tickets online and specify a location for printing so that they could tag products before shipment.

Client Background

As a division of the Edcon Group, Jet Stores is the apparel and footwear retail brand serving the lower and middle-income families of Southern Africa. Edcon is the leading clothing, footwear and textiles (CFT) retailing group in South Africa trading through a range of retail formats. The Company has grown to nine retail brands trading in over 700 locations in South Africa, Botswana, Namibia, Swaziland and Lesotho.

The Jet chain has the largest single market share of children's wear in South Africa, and is the number one retail brand (awareness, trust and confidence levels) according to the 2004 Markinor/Sunday Times survey. Jet has over 220 stores in South Africa, Botswana, Namibia, Lesotho and Swaziland. The Jet Club magazine is received by over 1,2 million Jet account holders per month and read by over 1,8 million readers.

Prior to the implementation of the new website, marketing was done through the media and by means of costly direct mailing campaigns. The drive to increase Jet Club membership was previously done through stores, at the point of opening an account, or through direct mail campaigns to existing Jet account holders. New account applications were done in-store and proved to be costly and resource intensive.

Solution

The eSupplyChain website was developed to provide the Edcon's suppliers with a view of Retek without having to log onto the Retek system. It allows suppliers to perform enquiries on orders and sales.

eSupplyChain is a reporting based website where suppliers can draw reports about the lifecycle of their orders, daily sales, category management and demand forecasts. They can also submit ticket requests to be printed and also capture ASNs.

The solution has reduced costs and improved productivity. Suppliers no longer have to request information from Edcon employees and have it emailed to them. Suppliers can now access reports that assist them in tracking the status of orders and they can also view the detail thereof. They can also request tickets online and specify a location where they want it to be printed so that they can tag products before shipment.

"Suppliers needed access to reports so that they could track the status of orders and view the details thereof. We required a solution that would allow suppliers to request tickets online and specify a location for printing so that they could tag products before shipment."

Chris Burgess
Edcon Business Integration
Manager

Productivity has increased considering that Edcon staff no longer have to manually request and email reports. There has also been a huge cost saving, Edcon staff no longer have to phone suppliers to provide a status of their orders.

Benefits

eSupplyChain gives Edcon suppliers a window into the Retek System to perform enquiries on orders and sales. Suppliers can access reports about the lifecycle of their orders, daily sales, category management and demand forecasts. They can also submit ticket requests to be printed and also capture ASNs.

The eSupplyChain website has the following benefits:

- Suppliers can view information without having access to the Retek System
- It assists suppliers with stock management
- Suppliers can view daily sales
- Information can be accessed anywhere, anytime via the Internet
- Order information can be viewed within the supplier organisation
- Suppliers can view order, invoice and receipt information
- More than one user can access information at the same time
- Suppliers now have ability to save the information and work offline
- Reduced costs and improved productivity since suppliers no longer have to request information from Edcon employees and have it emailed to them
- Suppliers can now request tickets online and specify a location where they want them to be printed so that they can tag the products before shipment.
- Productivity has increased considering that Edcon staff no longer has to manually request and email reports. There has also been a huge cost saving, Edcon staff no longer have to phone suppliers with the status of their orders.