

# SUPPLY CHAIN

*Delivering real-time visibility*



It doesn't matter how efficient you make your own IT systems, your ability to respond to customer needs will always be governed by the weakest link in the supply chain.

## **Multiple Partners, One Product View**

Modern supply chains are complex, with multiple suppliers, disparate systems and bespoke processes, which slows down operations and makes efficient and responsive planning and execution difficult. Even where businesses have invested in integrating aspects of their operations, underneath there remains a mixed platform of hardware, operating systems, databases, middleware and applications that is typically held together by bespoke software “glue” developed to connect specific processes.

While most efforts to simplify the supply chain and make it real-time have focused on data standards - developing common ways of classifying products - the real problem is more complex. Even with the best common data, you still need a mechanism for creating real-time visibility and for combining planning and execution, based on the information.

Supply visibility is about facilitating real-time decision-making, by uniting existing systems and applications, in order to provide complete visibility and control. Through the end-to-end integration of supply information, you can not only control costs and enhance business efficiency, but you can also ensure that you keep your customers coming back for more by delivering superior on-shelf availability of products.

## Fujitsu's Supply Chain Solutions

Fujitsu believes that making your organisation easy to do business with and ensuring that the drive to satisfy customer needs is at the heart of every business decision, is the only way to ensure customer loyalty, business competitiveness and long-term profitability.

Together with our partners, Fujitsu delivers the responsive supply chain - enabling real-time product visibility and event management, so that you successfully break down the operational barriers that create complexity, delays, overheads, errors, and above all, inhibit the flexibility you need to compete in today's market.

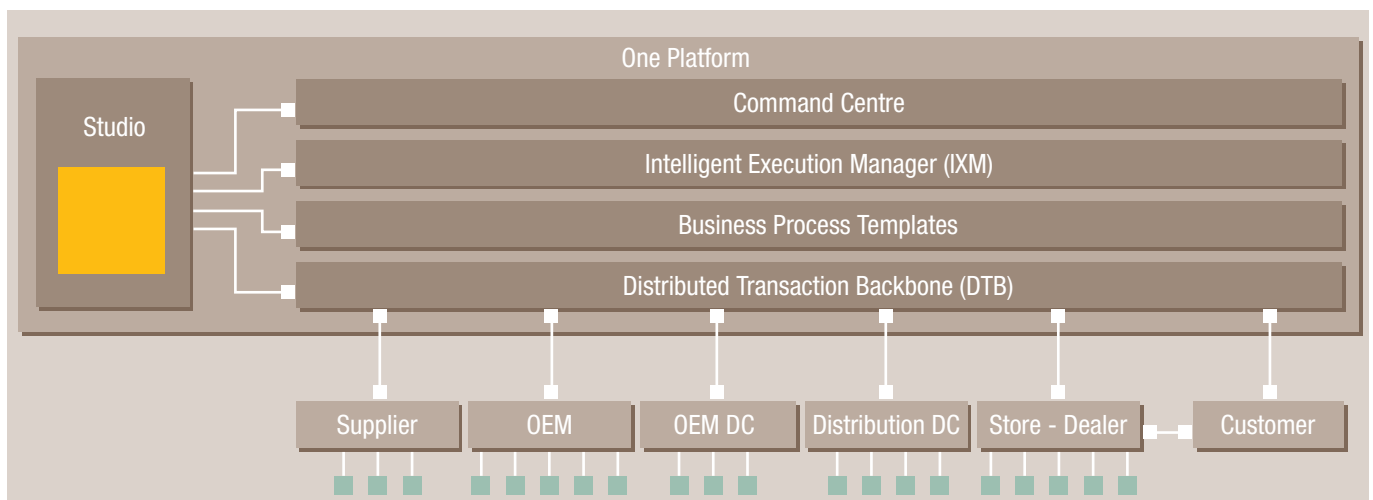
In particular, we provide project-specific and highly customised RFID solutions that:

- **Ensure accurate “stock in store” figures.** For higher value goods such as clothing, stock-counting becomes much faster and more accurate with the deployment of RFID
- **Support supply chain visibility** at multiple points. Ensure eg. accuracy of forecasts, security of stock, etc. by deploying RFID at key points in the supply chain.

In partnership with One Network Enterprises, we also provide responsive supply chain solutions that:

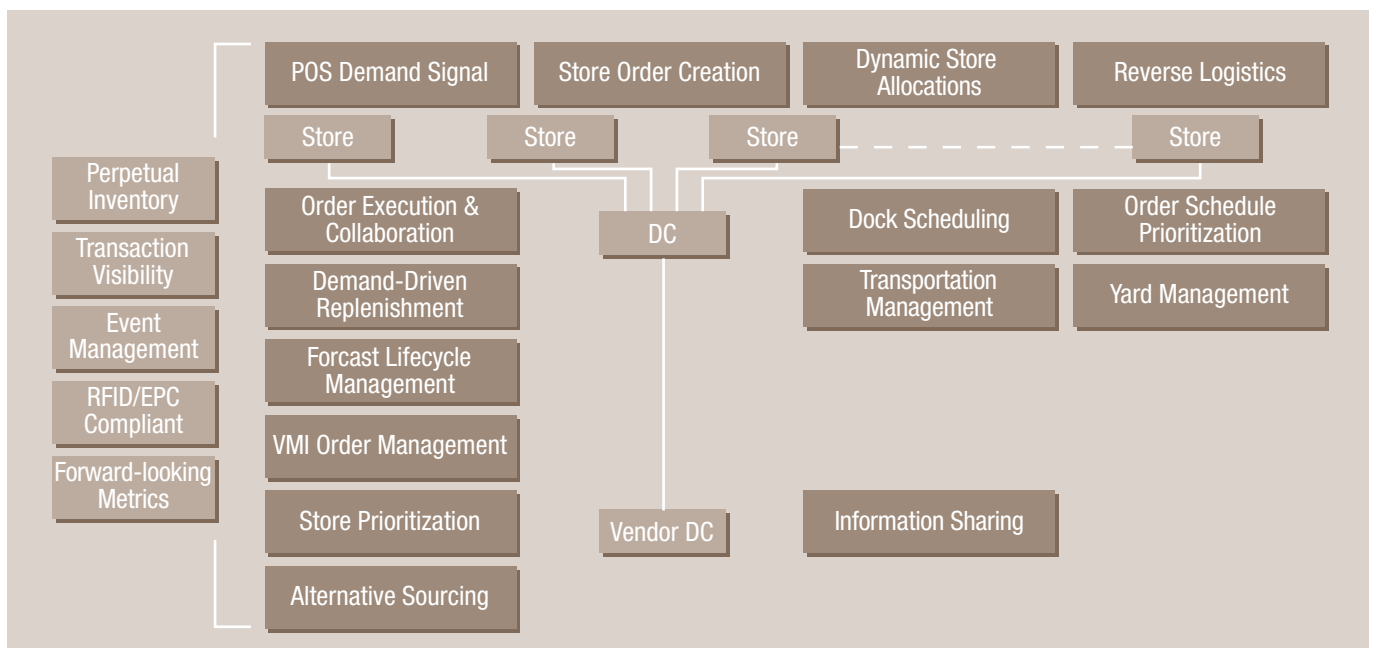
- **Are quick and easy to implement** and cost-effective to run. An initial integration effort to link existing systems to the ONE network is followed by a low user fee and transaction-based approach to pricing
- **Reduce stock-holding.** For example, lead times are reduced from the industry average of 8 days, to around 3, using the ONE solution. This reduces stock and improves cash-flow
- **Improve product availability.** The industry average of 10% out-of-stocks can be reduced by 60%. This means more satisfied customers because the product is on the shelf
- **Reduce costs and improve efficiencies** in inbound logistics. On-line appointment booking and intelligent allocation take the guesswork out of inbound logistics and yard management
- **Optimise replenishment.** Dynamic allocation is just one of the ways the system ensures the right product is available at the right place and time. This is especially valuable during promotions, with proven and substantial benefits cases. You can maximise your return on promotions
- **Facilitate real-time, cross-network information sharing and decision making.** We take the complexity out of the supply chain by providing one network environment and the framework for efficient transactions and information sharing.

The One Network solution is an on-demand web-service, hosted and supported by Fujitsu.



It comprises three offers:

- **Supply visibility**
- **Integrated inbound logistics**
- **Responsive replenishment**



## The Benefits



For our customers this all adds up to one thing: responsive retailing that delivers simple solutions in a complex world.

Fujitsu's on-demand approach to supply chain visibility offers today's retailers a number of significant benefits:

### **Simplicity**

A one-stop shop for all supply chain services:

- Innovative and leading-edge solutions
- Long-term partnerships with complimentary providers
- Extensive retail experience and technical expertise
- Proven network integration capability

### **Responsiveness**

Real-time improvement in business performance and customer service:

- Increased supply chain visibility and control
- Reduced stock levels and wastage
- Lower operational costs
- Optimised product availability

### **Value**

A uniquely tailored service to provide the best return on your current and future IT investment:

- Close alignment of technology to business needs
- Cost effective re-use of existing systems and data
- Fully integrated and simplified processes
- Focus on continuous service improvement to reduce service costs
- Smoother expenditure levels using a fully customised economic model

### **ASK FUJITSU**

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