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Mr. Hiroyuki Harajima
General Manager
SEVEN-ELEVEN JAPAN CO., LTD.



Seven-Eleven Japan is working with Fujitsu to improve product delivery to its 20,000 national stores.

At a glance

Country: Japan

Industry: Retail

Website: www.sej.co.jp

Challenge

7-Eleven needed to create a system that would ensure the continuous delivery of products during national emergencies. But pinpointing the exact location of trucks was a difficult task and affected communications with drivers, making it difficult to give correct instructions.

Solution

Fujitsu's operation management system ensures logistics quality by analyzing truck locations in real time and feeding this data back to a central operating center.

Benefits

- Using cloud management eliminates waiting time and improves efficiency by managing product delivery in real time
- Improved product distribution to 20,000 stores across Japan through better operations management systems
- Enables continuous delivery during heavy snow in the Hokuriku region of Japan

Customer

7-Eleven is the No.1 convenience store chain in Japan, with over 20,000 stores nationwide. There are 156 partner delivery centers (as of February 2018) found across Japan, and approximately 5,900 trucks and 13,000 drivers who distribute these products to the stores on a daily basis. The stores play a vital role during natural disasters, providing a daily lifeline to safe and reliable products.

Products and Services

■ Fujitsu Operation Management Systems



Delivering products safely, securely and with precision across 20,000 stores in Japan

7-Eleven needed to reform its operations management systems in order to make its distribution systems safer and more reliable and improve the ability to support the country during times of emergency as well as bringing efficiency to the workplace, reducing the environmental load and improving fuel consumption for trucks.

Aiming for better quality distribution through operation management systems

Mr. Harajima, General Manager of Logistics and Production Management Department explains why 7-Eleven needed better logistic quality: "One point was to try and reduce product damage related to shaking, and also temperature control. Another point was efficient and rational distribution. Through several stores, products had become prone to damage, therefore costing the company money. It became crucial to understand whether simple distribution could be carried out". Other points included operation arrival times, legal operation frameworks, branch store drivers, attitude and stance towards customers and the various elements within distribution quality.

Fujitsu's operation management system was introduced in 2006 to secure logistic quality. Corresponding to the system reform in 2012, the new solutions provided by Fujitsu were introduced to each of the partner distribution centers.

Mr. Harajima states the reason for choosing Fujitsu: "what we pursued, was 7-Eleven specific logistics and not general convenience store logistics. This is different to the other chain companies. Hence if we had a partnering organization that could not completely see eye-to-eye with 7-Eleven then we couldn't have been able to make it possible. Fujitsu has been with 7-Eleven for a long time and so understood the company thoroughly, in addition they are knowledgeable, and have technology that is distinguishable".

The new system supports the operation of real-time functionality by adding a drive recording function to in-vehicle computer terminals. The network control support for cloud contributes to the improvement of logistic quality. The in-vehicle terminal has been installed with a high performance drive recording on board related to the in-vehicle network system station.

The new system enables 7-Eleven to understand the whereabouts of a driver at any time which is especially helpful when directing the transport of perishable goods such as raw and fresh food products.

Protecting the utilities of residents and concern for environmental issues

Seven-Eleven Japan is one of 7 retail companies chosen by the designated public institutions based on the Disaster Countermeasures Standard Law to carry out an important role during natural disasters. The updated operation management system improves responsiveness and can be used to information with other retail companies and the center operation company.

This enables quicker discussions and better decision making during emergencies. For example, in February 2018, when a heavy snow storm affected distribution networks and traffic conditions in the Hokuriku region, operation management systems played a big role in ensuring operations went smoothly.

"Despite there being a snow storm, only 7-Eleven continued with its distribution of goods to most of its stores, communicating with drivers, centers, and the company everyday. The changes in the real-time operation management system were what made this possible. Before, convenience stores were called lifestyle infrastructure stores, but they now have become known as a lifeline. Considering the logistic security needed during natural disasters, it can be said the cloud operations management system is a must have" explains Mr. Harajima.

7-Eleven continually strives for the improvement of logistic quality by utilizing operation management systems. Mr. Harajima concludes, "There are about 5,900 distributing vehicles so the CO2 emissions correlate to environmental problems. With a concentration on high density branch stores, pursuing efficiency for loading capacity and distribution distances along with efficient and rational distribution will improve fuel consumption, in turn lessening the impact on the environment. Running with 7-Eleven's slogan "close and convenient" will change the distribution service as the changes happen on a daily basis with the branch stores. That includes the change of systems. In line with Fujitsu's continuous change we are expecting an ever improving solution."

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