

▶ Guide du Bureau International

“SSA Warehouse Management has enabled us to drastically improve stock accuracy.”

— SANDRO BORTOT, DISTRIBUTION MANAGER, GDB INTERNATIONAL



“

In view of the extensive customisation, implementation time was very satisfactory.”

— SANDRO BORTOT, DISTRIBUTION MANAGER, GDB INTERNATIONAL

► optimization of orders by automatic order picking has led to a reduction of 2 hours per head per day.

Business Issues

Guide du Bureau International (GDBI) distributes office furniture from Belgium and Russia to more than 450 dealers throughout Europe. Suppliers are located in Italy and France, trucks are sent out to all parts of Europe. To ensure the availability and timely delivery of the 25.000 items featured in its catalogue, GDBI needs to optimize management of its 32.000 m² warehouse. In its Europe-wide network, back orders are expensive. Therefore, a reduction of after sales services has an immediate impact on profits. By using SSA Warehouse Management 2000, GDBI is able to deliver on time and reduce costs.

The Company

GDBI is based 65 km south of Brussels and is part of the office furniture division of the Belgian distribution group Alcopa (turnover in excess of 876 million euros). GDBI was founded in 1987 and managed to reach the top rung of the European office furniture ladder in only a few short years. Product availability from stock and a state-of-the-art command centre to ensure ultra-fast delivery times is key to this success.

What's Critical

GDBI operates in a context of stiff market competition. As a distribution company, the core of its business is the logistics chain. Performing in this competitive market therefore means: managing the chain.

Product availability and delivery in time is key to customer satisfaction. GDBI's suppliers are located in Italy (200 trucks/month) and France (50 trucks/month). Trucks are sent out to the vast network of dealers in all parts of Europe: 336 trucks per month to France;

company	Guide du Bureau International
solution	SSA Supply Chain Management
product	SSA Warehouse Management 2000
platform	AIX 5.1 ML04
database	Informix 9.30.UC4
industry	Industrial Machinery and Equipment
customer revenue	88,3 million euros (2002)
employees	236 employees, 148 in logistics
country	Belgium

126 to Benelux; 54 to UK & Ireland; 24 to Germany and 13 to Russia and Poland.

Because of the vastness of its network, after sales services are important costs. If the assembly unit in the UK is not supplied with the right item at the right time, assembly stops. A back order from Poland is a needless and high cost.

In the early years, GDBI kept its inventory manually. In 1996, GDBI purchased its WMS (Dallas Systems), to support its international ambitions.

GDBI's management was looking for:

- real time inventory updating;
- reduction of errors in picking;
- reduction of errors in storage;
- optimizing stock accuracy and traceability

Real time transaction updating via Radio Frequency has been implemented on the inbound side; picking and inventory control. In the quality control zone, RF was implemented in 2004. Dynamic printing of customer dispatch labels on mobile printers ensures high accuracy and low cost.

“

Our goal is to integrate RF in the whole logistics chain. Next step will be RF Loading.”

— SANDRO BORTOT, DISTRIBUTION MANAGER, GDB INTERNATIONAL

► stock accuracy has resulted in a 30 percent reduction of monthly stock adjustments.

Implementing Fast

GDBI implemented Dallas Systems in 1996, starting with RF on the inbound side. In 1998, an upgrade was made to version 4.01 and RFPI. In 2003, GDBI moved on to 5.3.5 and integrated RF with mobile printers in the picking process. GDBI worked with EXE Technologies (now owned by SSA Global) as an integration partner, using their “Global Execution Methodology” (GEM), consisting of 9 phases. Alain Hesters was project manager at the time, “In view of the extensive customisation, implementation time was very satisfactory”.

Making it Pay

Objective number one of the project, higher customer satisfaction, was reached. Besides this primary goal, a number of important benefits were realised:

- The optimization of orders by automatic order picking has led to a reduction of 2 hours per head per day.
- Stock accuracy has resulted in a 30 percent reduction of monthly stock adjustments.
- Less measurable, but very tangible was the increase in ease of use.
- Since 2001, a reduction of the administrative cost of about 200.000 euros was realised over 3 years.
- Productivity has been stabilized due to the increase in accuracy.
- The use of dynamic printing of customer dispatch labels on mobile printers has led to a direct cost reduction of 24192 euro per year, by making the selection of labels and job dispatching obsolete.
- Real time updating of the inventory with RFPI has enabled GDBI to cut the yearly inventory count. This used to be 3 days of

work for 60 people, and meant closing down the warehouse for the same period. In man-hours only, the yearly cost saved is 33.000 euros, not counting the cost of 3 days lost for production.

- In 2002, one of the objectives in logistics was to reduce the cost of after sales services to less than 1 percent of the company’s turnover. This objective was reached through the use of SSA Warehouse Management.
- Reduction of errors in picking has been meaningful, since the introduction of RF in 2003.
 - March 2003: 780 errors
 - March 2004: 450 errors
 - July 2004: 90 errors

controlled completely in the heads of the planners. We would like to see a solution for the automation of planning and timing of resources. And in SSA Global we find an eager partner to look for it.”

Forward Faster™ - Into the Future

GDB International is determined to stick to SSA WMS. “Our goal is to integrate RF in the whole logistic chain”, states Alain Hesters. We are currently implementing RFQC, introducing RF into our Quality Control. Next step will be RF Loading”. GDBI is also looking into the possibilities of SSA Warehouse Management - RFID, to ensure traceability. “The solution is not mature yet, but we are following the trend.” As an active member of the SSA Warehouse Management user group, GDBI is also happy to advise SSA Global in the further developments of its solution. “Planning optimisation in real time is a challenge that we are currently exploring. It’s a part of the process that nowadays is

about SSA Global

SSA Global™ is a leading provider of extended ERP solutions for manufacturing, distribution, retail, services and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extension solutions including corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 63 locations worldwide and its product offerings are used by approximately 13,000 active customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



forward faster

contact SSA Global

SSA Global Belgium & Luxembourg

Veldkant 35B
B-2550 Kontich
+32 3 443 70 02
+32 3 443 70 01

SSA Global Nederland

Baron van Nagellstraat 89
3771 LK Barneveld
+31 (0)342 428888
+31 (0)342 428822

SSA Global Headquarters Chicago

+1-312-258-6000
+1-312-474-7500

www.ssaglobal.be

Please contact your local SSA Global office regarding availability of products in your region.

© 2004 SSA Global Technologies, Inc. All rights reserved.

The SSA Global logo, SSA Global and forward faster are trademarks and SSA is a registered trademark of SSA Global Technologies, Inc. in the United States and/or other countries. All other trademarks mentioned herein are trademarks of their respective owners.

SSACC_GDBGEENUS_1004-1