

## » Hannaford® Brothers Co.

### The Company

Headquartered in Scarborough, Maine, Hannaford Brothers Co. (Hannaford) is a major supermarket and food and drugstore chain in the northeastern United States. Hannaford owns and operates 120 supermarket and food and drug combination stores. In 1999, Hannaford merged with Delhaize® Group, a Belgian food retailer operating primarily supermarkets on three different continents. The merger allowed Hannaford to operate as a separate business, while being part of a multi-billion dollar company. All of Hannaford's retail stores, and 25 wholesale customers (independent supermarkets), are supplied by three company-owned and operated distribution centers. Hannaford employs over 24,000 full- and part-time associates. Consolidated sales (Hannaford and Delhaize Group) is over \$19 billion.

### What's Critical

Hannaford's continuous growth and success, combined with a constant commitment to build cost efficiencies within their supply chain, made an advanced supply chain management (SCM) system an absolute necessity. Hannaford had already installed a state-of-the-art, pick-to-light system that was controlled by radio frequency and indicated which product to pick, and a conveyor system that moved and consolidated completed orders. However, technological obsolescence and Hannaford's desire to cut distribution costs and enhance processes required the company to move to a new software solution for the entire supply chain execution (SCE) process.

Hannaford required a warehouse management system (WMS) that could leverage and integrate easily with their existing IBM® OS/390 platform. So they began searching for a company that could provide a solution.



### Finding the Right Solution

Hannaford chose SSA® Warehouse Management because it provided the functionality, scalability, and supply chain visibility that they required. SSA Warehouse Management interfaces with the company's pick-to-light system and the conveyor system. In addition, product interfaces with their forecasting/purchasing system and radio frequency devices completed the end-to-end solution. Currently, two of Hannaford's warehouses are running SSA Warehouse Management and additional implementations are planned.

### Making it Pay

SSA Warehouse Management has improved Hannaford's business processes and reduced their average order cycle time by 50%, or by an average of three minutes per order. Also, the scalability of SSA Warehouse Management allows Hannaford to service 1,200 Delhaize stores from just one distribution center.

**"Choosing SSA Global was an easy decision. The company provided the quality, functionality and seamless implementation we've come to expect."** Bill Homa, Senior Vice President and CIO, Hannaford Bros. Co.

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### 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](http://www.ssaglobal.com).

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