

**► IDS Group**

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—WAYNE APPLEBY, REGIONAL APPLICATIONS MANAGER, IDS GROUP



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## ► rising to the challenge of increased demand

### Business Issues

Asia's leader in Integrated-Distribution Services, IDS Group has implemented SSA Warehouse Management in seven countries across Asia, providing more than 300 customers with a real-time view of their inventory and world-class logistics capability. The SSA Global solution offers flexibility that allows the IDS Group to meet the unique demands of each of its customers. As a result, the IDS Group customer base continues to grow.

company -----	IDS Group
solution -----	SSA Supply Chain Management
product -----	SSA Warehouse Management - 4000
platform -----	Windows 2000
database -----	SQL Server 2000
industry -----	Logistics
customer revenue -----	Confidential
employees -----	4000
country -----	Hong Kong

### The Company

The IDS Group provides a unique range of Integrated-Distribution Services through three core businesses: IDS Marketing, which markets consumer and healthcare products; IDS Logistics, which provides third party logistics services; and IDS Manufacturing, which provides contract manufacturing services. IDS Logistics, a leading Pan-Asian 3<sup>rd</sup> party logistics provider, serves a diversified range of clients from industries that include FMCG, Apparel and Footwear, Retail and Healthcare. The business can satisfy highly specialised demands and provides value-added services such as repackaging and relabelling.

Headquartered in Hong Kong, the IDS Group currently works with over 300 brand owners to bring their products to Asian consumers. Many of its clients are multi-national blue-chip companies.

### What's Critical

The logistics industry in Asia is facing a trend towards global outsourcing, particularly amongst consumer goods and healthcare companies, and a rise in consumerism in local markets. With this increased opportunity come associated challenges. Throughout Asia, where languages, cultures and trade practices

vary widely, logistics service providers need great flexibility. Each customer is unique and systems must be tailored accordingly.

“Before the implementation of SSA Warehouse Management, IDS Group had disparate and aging systems,” said Wayne Appleby, Regional Applications Manager, IDS Group, “which meant support costs were on the rise.”

“There was no consistency of data presentation or reporting standards, information was not readily available and many processes were manual. By standardising business processes and integrating a single system across the company, we are able to focus on adding value to our customers’ businesses.”

### Finding the Right Solution

When IDS Group went looking for a new Integrated-Logistics Solution, there were four main requirements: functionality, visibility, flexibility and integration capability.

“Functionality and technical requirements aside, the future security of our business and of our customers’ businesses was at stake,” said Appleby.

He continued: “SSA Global has a local presence in Asia, its solution, SSA

Warehouse Management has the flexibility to allow IDS Group to deliver tailored solutions for its customers, it has multi-lingual capability and the ability to integrate with numerous host applications. Plus, SSA Warehouse Management has an impressive track record in this part of the world.”

“

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## ► continuous expansion through new clients

### Implementing Fast

SSA Warehouse Management was first deployed in the Philippines over a four-month period, the project managed by SSA Global. In a further 20 months, the solution was rolled out to the remaining six countries: China, Taiwan, Thailand, Singapore, Philippines and Malaysia by IDS' internal project team - with occasional support and advice from SSA Global. As the company has grown, new accounts, further facilities, sites and customers mean the implementations are almost continuous.

### Making it Pay

When asked about the benefits SSA Warehouse Management has brought to the IDS Group, Appleby said: “SSA Warehouse Management is an integral part of the IDS Group's unified and harmonised IT platform, a platform that ensures our clients gain visibility, value and velocity throughout our entire infrastructure.”

More specific benefits are detailed below:

#### Customer Retention

- SSA Warehouse Management provides extensive links, through interfaces, to customer host systems.
- IDS Group constantly delivers specific results and added value to customers.
- Multi-tier inventory visibility is available to customers through Web-based solutions.
- This combination of access, value and visibility has contributed to greater customer retention.

#### Continuous Improvement

- Having a real-time system that maintains and tracks transactions allows IDS to constantly monitor and report activities and status and to analyse trends.

- This information is used to advise staff and customers in order to promote benefits and guide process improvements.

#### Greater Efficiency

- Real-time access to information eliminates the need for faxes, emails and unnecessary interruptions.
- Many manual processes have been automated.
- Business processes have been modernised, improved and standardised.
- Better tracking tools monitor throughput and volume metrics and other KPIs more effectively.

#### High Visibility

- By developing closely-linked value-add applications, IDS is able to provide previously unparalleled visibility to its transactions and data, on a real-time basis.

In summary, Appleby explained: “In providing full visibility of inventory and order tracking, plus integration with our other solutions, we possess a formidable “one package”, which puts IDS Group in the top percentile for our sector in the region.”

### Forward Faster™ - Into the Future

“IDS Group is continuously expanding its business by bringing in new clients, establishing new facilities and where appropriate, entering into new markets across Asia,” said Joseph Phi, Regional

Managing Director, IDS Logistics. “As we do, we fully expect to roll out SSA Warehouse Management at each new facility and for each new client.”

“We are always looking at expanding our capabilities and are currently evaluating SSA Global's Transportation Management offering,” Appleby added. “However, for now, SSA Warehouse Management is our focus.”

“The flexibility and parameter driven nature of SSA Warehouse Management means we can support a great diversity of operating procedures, as you can see. We are running one version of the solution in seven countries, at more than 30 sites, for hundreds of customers and adding more all the time.”

#### about SSA Global

SSA Global™ is a leading provider of extended enterprise resource planning (ERP) solutions for manufacturing, services, and public organisations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extended 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 that represent market-leading companies in over 90 countries. For additional information, visit the SSA Global website at [www.ssaglobal.com](http://www.ssaglobal.com).



forward faster

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