

▶ WanLong Jewelry Ltd.

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► WanLong Jewelry seeks sophisticated forecasting system.

Business Issues

WanLong Jewelry Ltd. has adopted an advanced management approach and fully computerised management system in order to improve market responsiveness, increase customer satisfaction, lift productivity and reduce costs. The implementation of SSA Distribution Replenishment has delivered on promise, with an initial 20 percent savings in purchasing and inventory, a sophisticated forecasting capability, and accurate and on-call information for effective decision making.

The Company

WanLong Jewelry Ltd. (WanLong), one of China's best known and highly regarded jewelry companies, sells gold and designs, produces and retails jewelry through its eight retail stores in mainland China. Its best known brands are Mclon and Rehuo. The company is a member of international gold, platinum and diamond associations. It also participates in international jewelry seminars and is a member of the Chinese Gem Association and China's National Gold Association. WanLong's head office and manufacturing facility are in Hangzhou, Zhenjiang province and the business employs 240 people.

What's Critical

The jewelry industry is highly specialised, with a large number of product lines and fast turnover in designs. External factors such as international war, petrol and exchange rates influence jewelry prices daily, hence it is imperative that jewellers have a reliable and sophisticated forecasting system that will assist in purchasing raw materials at the optimum time - and price.

company	WanLong Jewelry Ltd.
solution	SSA® Supply Chain Management
product	SSA Distribution Replenishment
platform	Windows® NT®
database	N/A
industry	Retail
employees	240
country	Mainland China

In addition to finding a suitable forecasting system, WanLong wanted to improve its management capability, speed up product cycle times, reduce inventory, automate its many manual business processes, and computerise its management systems.

Finding the Right Solution

“The main business reason for selecting the SSA Global solution was about fit,” said Mr. Yao Bi Quan, IT & Logistics Director, WanLong Jewelry Ltd. “The first time we looked at SSA Distribution Replenishment, we knew it was totally suited to our business requirements.”

SSA Global's high-quality solution, the vendor's rich experience in general manufacturing, and its specific knowledge of key industrial sectors made the selection process a straightforward one.

“We felt so certain that SSA Distribution Replenishment was the right solution for our business that we chose not to spend time looking at alternatives,” added Mr. Yao.

Implementing Fast

WanLong implemented SSA Distribution Replenishment in a short four months, on schedule and under budget, integrated with WanLong's in-house ERP system, EOS. A team of five: three from WanLong and two from SSA Global, worked on the project, with project management, training and integration handled by SSA Global, and the system design and evaluation handled by WanLong's in-house specialists. The introduction of the new solution was simple and smooth, and according to Mr. Yao, “this was one reason the associated benefits have flowed through so quickly.”

“SSA Distribution Replenishment has helped us achieve significant savings.”

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► implemented on schedule and under budget.

Making it Pay

Since the adoption of SSA Distribution Replenishment, WanLong has a new operational model. Mr. Yao pointed out that, “particularly in purchasing and distribution, the new solution has already helped us achieve significant cost savings.”

There have been many other benefits, including:

Greater Efficiency

- Manual processes have been automated, eliminating errors and speeding the processing of information.
- Marketing forecasts using up-to-date, accurate sales figures are used for purchasing and distribution planning.
- Merchandise can be tracked effectively throughout the production/distribution process.
- Overall productivity has improved.

Superior Business Control

- WanLong’s business control capabilities have improved dramatically.
- Forecast accuracy, for the more than 4000 jewelry items, has improved considerably.
- Inventory can be tracked and managed more effectively.
- Managers are released from paper shuffling and can focus on decision making.

Increased Customer Satisfaction

- WanLong’s service level has increased.
- The distribution accuracy rate has improved considerably.
- The system forecasts market requirements, ensuring stock levels match anticipated demand as closely as possible.

Cost Savings

- SSA Distribution Replenishment has helped the company save on manpower, purchasing, inventory and overall operation costs.
- Purchasing and inventory costs alone have reduced by 20% since deploying SSA Distribution Replenishment.

“SSA Distribution Replenishment has provided a great deal of added value to our business in a short period of time,” added Mr. Yao. “With greater visibility and sophisticated forecasting capability, it has helped us reduce the level of risk in what is a very risky industry.”

Forward Faster™ - Into the Future

WanLong plans to develop its business further, with a particular emphasis on improving the quality of its management systems and processes.

The first project is to extend the new management system, including SSA Distribution Replenishment, to the eight retail stores.

“Once that is complete,” said Mr. Yao, “WanLong and SSA Global will cooperate to further develop and maximise the use of SSA Distribution Replenishment within the business.”

In conclusion, Mr. Yao added: “We are very happy with SSA Distribution Replenishment and with the quality and contribution of the SSA Global professional services personnel who worked with us on this project.”

about SSA Global

SSA Global™ is a leading provider of extended enterprise resource planning (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 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 in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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contact SSA Global

Global Headquarters

500 West Madison Street, Ste. 1600
Chicago, Illinois 60661
U.S.A.
+1-312-258-6000
+1-312-474-7500

Asia Pacific Japan Headquarters

5 Bridge Street
Pymble, NSW 2073
AUSTRALIA
61-2-9855-7100
61-2-9855-7298

Beijing China

Room 1902, China World Tower 2,
China World Trade Center,
No.1 Jian Guo Men Wai Avenue,
Beijing, China 100004
+86-10-6505-8088
+86-10-6512-3680

Guangzhou China

Room 2218, Dongshan Plaza,
No.69 Xian Lie Road,
Guangzhou, China 510095
+86-20-8732-1693
+86-20-8732-2063

Shanghai China

21/F, CITIC Square,
No.1168 Nanjing West Road,
Shanghai, China 200041
+86-21-5298-4422
+86-21-5298-4188

Hong Kong China

Suite 9-11, 31/F Dorset House, Taikoo
Place,
979 King's Road,
Quarry Bay, Hong Kong
+852-2506-2638
+852-2506-2610

Tollfree Support Number

China: 800 820 1485
Hong Kong: 800 903 293
Taiwan: 0080 186 1028

www.ssaglobal.com

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